

National[★]

CLEANER AND DYER

First in the Drycleaning Industry Since 1910

A REUBEN H. DONNELLEY PUBLICATION

DECEMBER • 1959

PART SIX OF "THE
DRYCLEANER and SHIRT
LAUNDERING" SERIES...

How To Fold A Shirt



Also in this issue—
Practical incentive plan cuts finishing costs—see page 28

dirt in your solvent can cause dull, streaked garments

—use

HYFLO

**...it removes all
insoluble soil**

J-M HYFLO*, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

8 FAMOUS **BUCKEYE** PRODUCTS



**proven more effective ... more economical for
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actually deodorizes and eliminates cause of odors in garments. Absolutely harmless to colors and fabrics.

PRE-SPOTTER

100% soluble in petroleum solvent—safe on all fabrics and colors—concentrated to cut costs.

SIZE

the choice of most drycleaners, Buckeye Size assures you of proper customer-pleasing finishes.

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effective spotting solution for all fabrics—even synthetics. "On-the-spot" action works quickly and safely even on stubborn stains.

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ideal soil and stain remover where a neutral penetrating action is necessary.

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all purpose wet spotter quickly, efficiently, economically removes obstinate water soluble stains with complete safety.

PAINT • OIL AND GREASE REMOVER

the original, proven all-purpose wet or dry spotter—safe, efficient, effective. Extremely successful for pre-spotting or hand brushing.

Developed through the extensive research and testing laboratories of the Davies-Young Soap Company, each of these Buckeye Products plays an important part in increasing efficiency and reducing operating costs of the dry cleaning process. Each represents a major contribution of Davies-Young to the betterment of the Dry Cleaning Industry.

LOOK FOR THE NAME—BUCKEYE

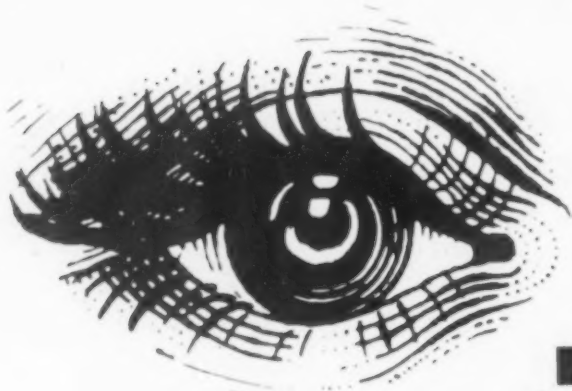
**—it is your assurance of quality products
with guaranteed dependable results**

Join the thousands of progressive dry cleaning plants throughout the United States and Canada who are profiting through the Buckeye Line of quality products. Complete information and literature about each of these products is available through your nearest Buckeye Jobber... or, write directly to Davies-Young for prompt information without any obligation.



Producers of Quality Products for the Cleaning and Laundry Industry

Since 1844



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TO THE**



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IN
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More and more Suede and Leather garments are being bought and worn by more men and women every day. Are you getting your share of this growing market? It's so easy to take in Suede and Leather garments, and send them to us for expert cleaning, color renewing and refinishing.

When you send us this work, your profit percentage never varies; you make no equipment investment or add to your regular labor costs. You don't interrupt your regular schedules, and need no costly supplies that you might otherwise require only occasionally. When you entrust our suede and leather specialists with this work, your profit is a clear plus . . . the work is guaranteed, prompt and dependable.

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DECEMBER, 1959

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Please include your city delivery zone number.

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Memorable Occasion

Just last month I had the good fortune to attend the first exhibit show ever held in Canada. I say good fortune for many reasons. First, it was good to renew the friendships enjoyed with many Canadians known for nearly a decade, but not seen for several years.

In addition, it was wonderful to see in action the "one world" or international brotherhood theme upon which I editorialized in August 1959. Many plant-owners and allied tradesmen from European countries attended, as well as from Canada and the United States.

We all discovered that we were pretty nice people, regardless of our origin. The need to exchange ideas and viewpoints was brought forcibly home by Ancliffe Prince, editor of the British business paper, *Power Laundry and Cleaning News*. He pointed out that none of us was there in the role of teacher, but all of us were students. We all needed to find out more about our industry, and each other.

In another part of this issue we point out how he suggested starting a school among the British Dominions to train new people in the techniques of laundering. Almost at once, several Canadians volunteered to start the ball rolling. Not that this was anything special about the Canadians, God bless them. But it pointed up to me how much we all need each other; how we must get together if we are to survive as an industry or as nations.

This magazine was the only one to have a booth at this show, and we had a chance to visit with many overseas visitors, both at the booth and in our hotel rooms. At one point we had a Polish expatriate, two Scandinavians and three British people in our suite, plus several Americans and Canadians.

Today we were all meeting on a common ground, thanks to our industry. I hope they learned half as much from me as I did from them. If we keep up this interchange of ideas among people of all nations, all-out war remains a dim possibility.—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½x11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa. Address the Editor:

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NATIONAL CLEANER & DYER

MYCEL

CONTROLLED

drycleaning

employing the micelle* principle

with Formula 886

Electronic Conductivity Control

Separate Purified Rinse

* The micelle principle

The micelle principle is applied to a method of activating drycleaning fluid with invisible lipophilic micelles which have unique properties for the removal of food, perspiration and similar types of soil heretofore impervious to safe drycleaning methods. Each micelle is a complex aggregate consisting of a spherical or near-spherical moisture core surrounded by a monolayer of surfactant. The micelles pass through the pressure filter without change in structure or reduction in number. In fact they are too tiny to be detected under the ultra-microscope. The manner in which these micelles control the release of moisture to the fabrics being cleaned presents an unusual phenomenon. When the technique recommended by Street's is followed, the amount of moisture released by the micelles is identical to that which the same fabrics would absorb from atmosphere in a room conditioned at 70 to 75% relative humidity. This gives the fabrics that "like new" look, with the original drape, brightness of color and whiteness retention.

Street's MYCEL process

MYCEL is the trade name of R. R. Street & Co. Inc. pertaining to a process of controlled drycleaning wherein:
1a) Formula 886 produces lipophilic micelles of the desired structure;
1b) Street's Conductivity Control maintains uniformity of the micellar structure during the cleaning cycle; and
1c) an extra rinse in purified fluid eliminates residual "drycleaning odor."

The **MYCEL** process is the most scientific approach to controlled drycleaning. It requires special equipment with highly specialized conductivity controls and the supervision of skilled craftsmen.

Results obtained with the **MYCEL** process bring an entirely new concept to drycleaning efficiency.

A new high in safety to all fabrics. A new high in soil removal. Not just occasionally, but with infallible consistency. The standardized formulation and automatic controls make each garment look like new with *every* cleaning.

Enjoy the benefits of advanced research through controlled drycleaning in the **MYCEL** process.

R. R. STREET & CO., INC.



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NEW PRODUCTS

AND LITERATURE

Large-Plant Unit



A synthetic drycleaning unit for larger cleaning plants, designed with a load capacity of 100-110 pounds, is now being offered by Washex Machinery Corporation. This open-pocket, open-end, reversing-cylinder Syntomat easily produces up to 300 pounds per hour, according to Washex.

The Syntomat P100 is available for single and two-bath cleaning systems. For descriptive brochure CL-50 write Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

Electric Cabinet Shirt Unit



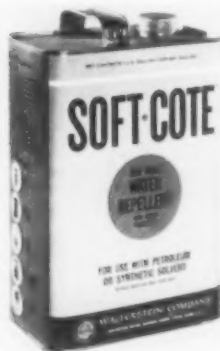
An electrically heated cabinet shirt unit, patterned after the Forse Body-Master, has been announced by Forse Corporation.

Named the Body-Master Electric, the unit is said to produce an average of 80 to 100 shirts per hour with two operators. The maker says that figures compiled from Body-

Master Electric units in operation indicate that the unit compares favorably in heating cost with steam-heated units and in many cases has been more economical.

For information write Forse Corporation, 1500 W. Second St., Anderson, Ind.

Soft-Cote Water Repellent



A water repellent, said to leave garments soft and pliable, has been developed by Wallerstein Company, Division of Baxter Laboratories, Inc.

Called Soft-Cote, this clear, light amber liquid can be used with either a petroleum or synthetic solvent. It can be applied in a regular dip bath, by the dip-and-dry method, or as a spray. The product contains a built-in neutralizer and, if garments are pre-rinsed as recommended, dozens of garments may be treated in the same bath for a perfect 100 rating, according to the maker.

For the dip bath, one part of Soft-Cote to five parts of solvent is recommended. One part of Soft-Cote to 10 parts solvent is the mixture advised for the dry-and-dry method. In both, immersion time is five minutes or less. When applied as a spray, one part of Soft-Cote to 10 parts of solvent should be used.

Further information and literature may be obtained by writing Wallerstein Company, Mariners Harbor, Staten Island 3, N. Y.

Wyandotte Safety Campaign

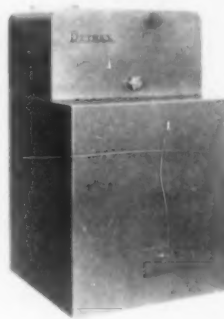
The December 1 opening of Wyandotte's Winter-Safety Campaign was marked by the

nationwide introduction of a new 1½-pound sample of Zorb-All, a safety product for prevention of slips, falls and skidding accidents.

As an added feature of the campaign, colorful red and yellow winter accident prevention cards were included with all shipments from Wyandotte's Blue Mountain, Miss., plant on 50-pound bags of Zorb-All. The cards provide suggestions for prevention of slipping accidents in many danger areas. The company particularly recommends Zorb-All for use on ice and snow around office and plant entrances. It is not a chemical product and will not damage shrubs, grass, fabrics, or discolor concrete floors and antio floor pads.

For more information write J. B. Ford Division, Wyandotte Chemicals Corporation, Wyandotte, Mich.

Detrex Solvent Saver



A compact solvent saver unit, Econ-O-Perk, for recovering solvent from the air has been announced by Detrex Chemical Industries, Inc.

According to H. R. Norgren, vice-president, the new unit occupies less floor space and is 20 to 30 percent more efficient. Econ-O-Perk requires no special foundation and is completely automatic. Stripping operation requires a minimum of steam and water and is said to be faster and easier.

The unit is available in two models. Model 30, designed for small to medium size plants, is 38 inches wide, 40 inches deep, and 67 inches high. It has a 5-gallon recovery capacity with two floor pickups. Model 60 for larger plants is 76 inches wide, 40 inches deep and 67 inches high. It has a 10-gallon recovery

capacity and two floor pickups, which are standard equipment. Both models feature an extra large pellet bed and all parts are easily accessible.

For more information write Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.

Larger MAFS Cooker



Model 24 muck cooker and still, designed to handle filters up to 5,000-gallon capacity, has been announced by MAFS Corporation.

The maker says the new larger unit automatically returns most of the solvent and soap back to the cleaning unit before cooking, saving time, steam, water, solvent and soap costs. Automatic solvent level control is optional and distillation rate can be as high as 70 gallons per hour.

For more information write MAFS Corp., 53-07 Van Dam St., Long Island City 1, N. Y.

Two New Coin Changers



A coin changer, said to be the first manually operated to change three coins, has been introduced by Standard Change-Makers, Inc. The company also announces the Standard Change Master, a flexible automatic coin changer.

The Standard Multi-Change-
Continued on page 10

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Ask Haertel about

STORAGE VAULTS



VAULTMASTER VU-5



VAULTMASTER VU-1



VAULTMASTER VU-2

WHATEVER THE SIZE of your vault, there is a Haertel Vaultmaster package cold storage unit to give you automatic control of humidity, temperature, fumigation and ventilation. Nine models will handle any vault from 1,000 to 25,000 cubic feet. Air-cooled or water-cooled.

You can build your storage vault the exact size that fits your business and still enjoy the convenient, fully automatic control and economy of Haertel single-package vault equipment. There is a Haertel package unit to fit any vault from 1,000 to 15,000 cubic feet or larger.

All Haertel vault equipment is job-tested in our own research plant . . . and by thousands of satisfied customers. All equipment is backed by our 30 years in the garment—storage business.

You, too, can benefit from this experience. Ask Haertel for the answers to your garment storage problems.

WALTER HAERTEL COMPANY



FOR YOUR GARMENTS

2840 Fourth Ave. South
Minneapolis 8, Minnesota

WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

- ☐ Please send me your free brochure, "Changing Space into Profit," that tells me how to get into the storage business.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

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from **A**merican

...the new **Revere**

easiest-to-use foot press ever developed!

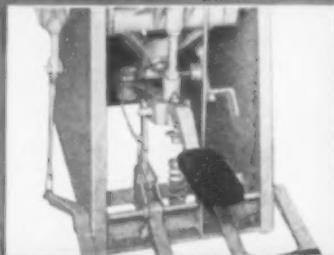
Finger-tip head closing — effortless foot pressure — unusually simple design — three outstanding features which make the new American REVERE truly the easiest-to-operate foot press the industry has ever known!

The Revere is a real fatigue-fighter. Its smooth, fast, shock-free action enables even inexperienced pressers to turn out top quality work all day long without tiring! And . . . maintenance is a breeze because of fewer working parts and unlimited accessibility.

Act now! Ask your nearby American distributor to arrange for an on-the-spot demonstration of the new Revere, or mail the coupon for all the facts.

FEWER MOVING PARTS

and fewer different parts, plus unlimited accessibility, mean fast, easy maintenance—virtually no down time.



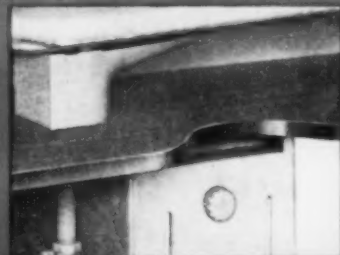
FLOATING HEAD

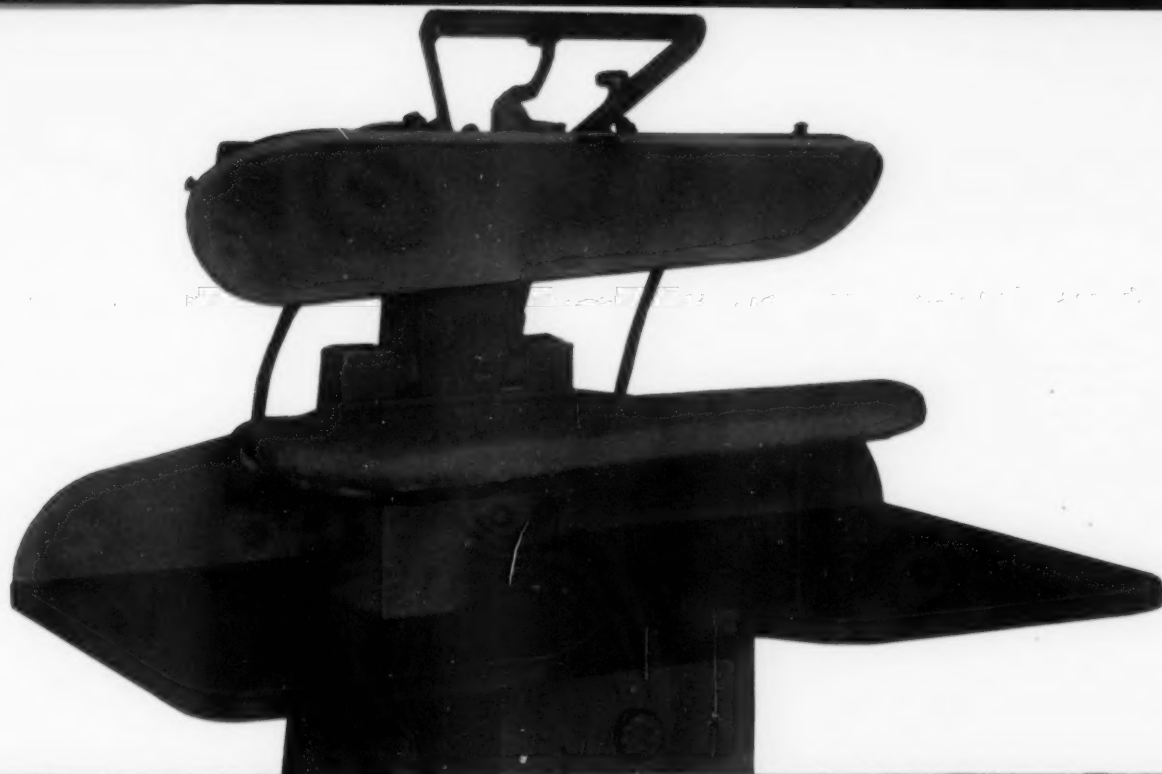
automatically compensates for varying thicknesses of work being pressed.



CONVENIENT PRESSURE ADJUSTMENT KNOB

right in front, provides a quick and easy means of adjusting pressure to compensate for padding wear.

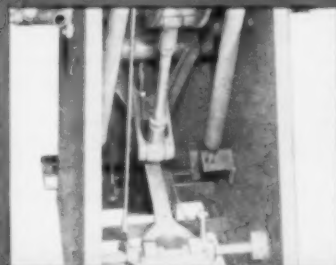




**EXTRA-WIDE, EXTRA-LOW
FOOT TREADLES**
eliminate needless "foot-fumbling",
provide fast, easy back steam and vacuum.

SINGLE TOGGLE MECHANISM

guarantees smooth, fast operation—yet fewer
moving parts reduce maintenance, wear and
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Please send complete information on the new Revere Foot Press.

ACE-13

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NEW PRODUCTS AND LITERATURE

Continued from page 6

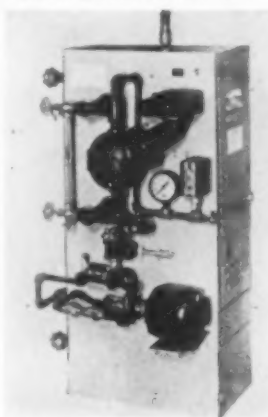
er, illustrated, is designed to handle large capacity, holding up to \$300 in change. It can be equipped with any of 364 different combinations of coins, tokens and change. The unit has an extra heavy-duty steel cabinet with double locking devices for protection against vandalism. The maker adds that it is easy to install, whether on the wall or a stand.

The Multi-Changer is 19½ inches high, 24½ inches wide and 7 inches deep. It is available in several colors.

The Change Master is three coin changers in one, designed with interchangeable units. It will accommodate up to \$1,100 in change and can be equipped with 56 combinations to change 50-cent, 25-cent, 10-cent and 5-cent coins. The unit is 30 inches high, 30 inches wide and 9¾ inches deep.

For additional information write Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind.

Instant Steam Generator



A compact steam generator, introduced by American Energetics Corporation, provides working pressures within five minutes of starting and requires only simple water and electricity connections with no outside stacking.

Named the Minit Steam, the unit is said to provide odorless steam for use in drycleaning and pressing operations. Other advantages claimed for the steam generator are that it can be located near the point of use, needs less than 3 square feet of floor space, and can be connected in a matter of minutes.

Minit Steam models are available ranging from 1.5 to 6 hp. All operate at maximum pressure of 100 p.s.i. They are built to ASME standards and are listed by Underwriters Laboratories. The vertical-tube boilers are fully insulated, with stainless-steel heating elements.

The smaller unit, 48 inches tall, occupies 20 by 21 inches of floor space. The larger units occupy a floor area 21 by 31 inches and are also 48 inches tall. Condensation return tanks with hot water pumps are available with all units at extra cost.

For additional information write American Energetics Corporation, Ninth and Michigan Ave., N.E., Washington 17, D. C.

Water Heater Catalog

An informative catalog on the WH series of Portmar water heaters is being offered by Portmar Water Heater Company, Inc.

Illustrated with photographs,

diagrams and charts, the literature gives specifications of the line of heaters which range from 300 g.p.h. capacity to 6,000 g.p.h., 100° rise, in 14 sizes.

The brochure points out that the heaters are available in oil- or gas-fired models and lists the advantages of the indirect hot water system.

For a copy of the brochure write Portmar Water Heater Company, Inc., Division of Portmar Boiler Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.

Water Repellent Promotion

New promotional aids to help drycleaners merchandise Buckeye Rain-Dry Water Repellent are now available, it was announced by Morry Friedlander, sales manager of the Dry Cleaning Division, Davies - Young Soap Company.

The new sales aids include colorful buttonhole tags, window streamers, containers and fluorescent signs. The key words in the campaign are "protect your family's health" and are used as a slogan on the banners, signs and tags.

Ply-O-Fab Booklet



An informative instruction booklet, describing the effects of Ply-O-Fab fabric conditioning concentrate on brittle leatherlike garments, is now available from Dixo Co.

The booklet states that any leatherlike garment that has stiffened as a result of drycleaning can regain its pliability through the use of Ply-O-Fab. The literature adds that cleaners can now process these garments in a normal manner followed with a Ply-O-Fab bath which will restore lost pliability.

The product is said to be safe on fabrics and colors. It is available in 1-gallon and 1-quart containers.

For a copy of the booklet write Dixo Company, 158 Central Ave., Rochelle Park, N. J.

Drier Temperature Control



Cissell 50- and 20-pound gas-fired driers are now equipped with a new Hi-Lo Temperature Control, it has been announced by W. M. Cissell Manufacturing Co., Inc.

Located on the front panel of the drier immediately to the left of the coin meter, the control permits the customer to select the proper fabric temperature at the turn of a dial. High or low heat and intermediate stages for synthetics, wash-and-wear and delicate materials can be obtained with the control. The Hi-Lo is adjustable and is furnished as standard equipment on driers for coin-meter operation and on driers with time and temperature control.

For complete information write W. M. Cissell Manufacturing Co., Inc., P. O. Box 1143, Louisville 1, Ky.

Air Compressor Bulletin

A 12-page four-color bulletin, illustrated with photographs and cutaways of single- and two-stage air compressors, is being offered by Le Roi Division, Westinghouse Air Brake Company.

The compressors described in the booklet range in size from ½ to 15 hp. and available pressures are from 80 to 250 p.s.i. Specifications list c.f.m. displacements, pressures, weights, dimensions and r.p.m. of the various models and sizes. A section of the bulletin is devoted to air receiver and auxiliary storage tank specifications and dimensions.

For a copy of Bulletin SG-2 Continued on page 89

New Fur-Sheen Package



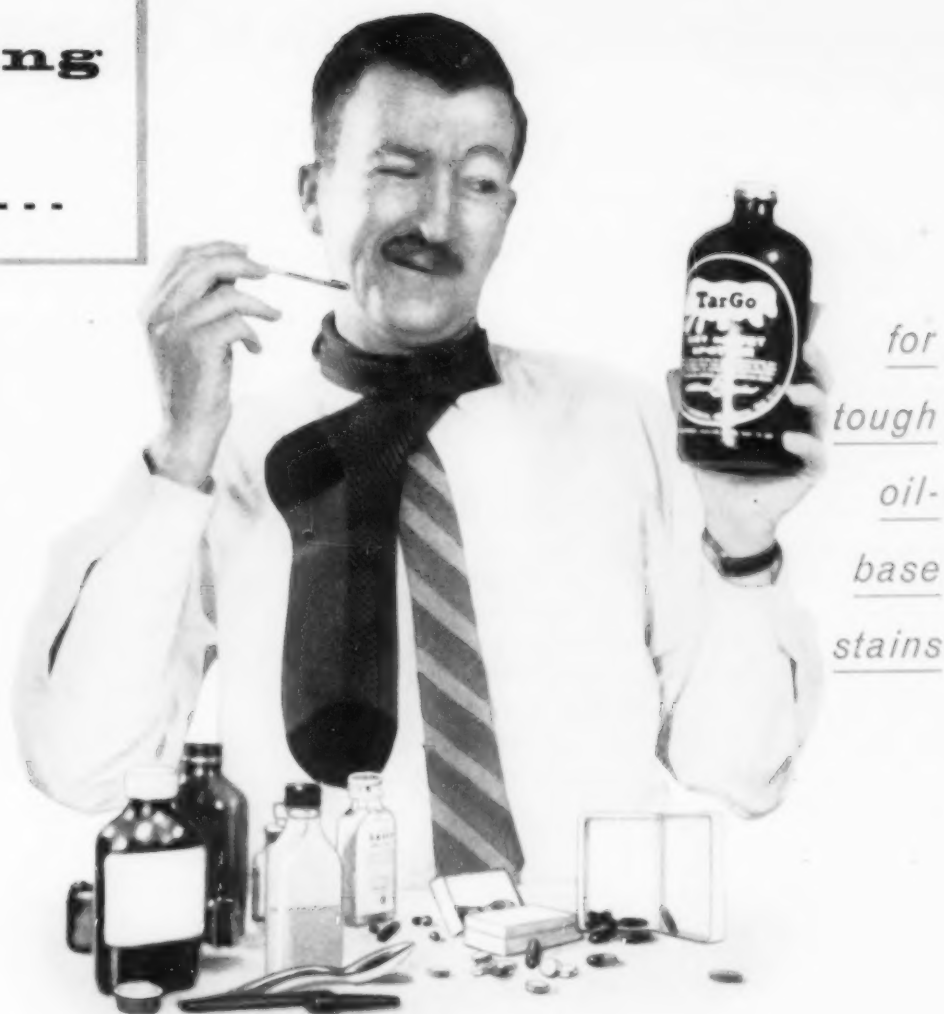
New packaging for the pre-mixed, ready-to-use fur cleaner, Fur-Sheen, has been announced by Walter Haertel Company.

Four-coat-size bags of Fur-Sheen are now packed in attractive white cartons, six to the carton.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

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the
cure...**



TarGo® is
a better
product
because it's
made by
WILSON,
house of
stain
removal
specialists

Find you're having more stain problems lately? You can speed up your spotting operation...get more thorough stain removal too with *TarGo*...the light, dry spotter that's *charged with extra stain-dissolving power*. *TarGo* works faster and better because it has more concentrated *active ingredients*. *TarGo* goes to work immediately...breaks up even hard-set oil-base stains...makes them easy to remove without a lot of rubbing or boning. Order WILSON's *TarGo* soon... you'll find your spotting headaches clear up fast!

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KEARNY, NEW JERSEY

'Stain Removers are our only business'

INTRODUCING *Colmac's*

DUAL-PROFIT UNIT:

combination waterproofing and sizing machine

**the equipment you've been waiting for
to really make money from QUALITY
WATERPROOFING & SIZING!**

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

It's foolproof!

Read this list of features:

1. Waterproof or size with same unit.
2. Two individual 18 gallon tanks.
3. No mixing of solutions.
4. Self balancing extractor basket 17" x 11" deep, correct speed, no changing garments from one unit to the other.
5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.

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SINGLE BATH* PLANTS
CAN SOLVE THEM

with

WALLERSTAT®

(pat. appl. for)

WITH **FD-78**



USE WALLERSTAT RIGHT IN THE WHEEL AND RUN MIXED LOADS WITH NO LINT

Not just a reformulated anti-static but an *all-new* anti-lint agent—Wallerstat works right in the wheel in the charged system. Wallerstat works with your soap—augments and intensifies the soap's own anti-static activity. Wallerstat works *with* your equipment and additives—not against them. For hard-to-lick static problems, it's hard to lick Wallerstat!

THE IDEAL ANTI-STATIC ADDITIVE FOR FAST SERVICE OPERATIONS

Wallerstat is ideal for quick-service plants where the running of mixed loads is necessary. Because Wallerstat reduces static and lint, you can make up your loads quickly—run *mixed* loads safely—without costly brushing and picking later. Even white wool blankets and blue serges have been run together successfully.

*Wallerstat is not recommended for two bath systems.

FIND OUT WHAT WALLERSTAT CAN DO FOR YOU

Contact your supplier or write



WALLERSTEIN COMPANY

Division of Baxter Laboratories, Inc.
Wallerstein Square, Mariners Harbor
Staten Island 3, New York

HELP! HELP! HELP!

We Need Help Fast

TECHNICIANS — SALES SUPERVISORS SERVICE ENGINEERS

DRY CLEANING KNOWLEDGE ESSENTIAL

Our Recently Introduced Sta•Nu Dry Cleaning Concentrate Is Literally Revolutionizing The Industry . . . To Such An Extent That Our Present Staff Must Be Greatly Expanded Immediately! Here's A Great Opportunity For Those Who Want To Get In On The Ground Floor!

WE NEED HELP!!! and FAST

Hundreds and hundreds of requests for installations from all sections of the country have completely Swamped Our Sales Force.

IF YOU ARE INTERESTED IN THE OPPORTUNITY OF A LIFETIME

WRITE

Mr. T. H. McClinton
National Sales Manager
STA•NU CORPORATION
5101-15 Sheridan Road
Chicago 40, Illinois

THE MOST FAMOUS



NAME IN DRY CLEANING

THE MOST FAMOUS



NAME IN DRY CLEANING

NATIONAL CLEANER & DYER

BEFORE YOU
BUY
any tumbler...



REMEMBER
HUEBSCH



first
in TUMBLERS

first
in FEATURES

• Huebsch Originators have *originated* more time-saving, money-saving and safety features than you will find on any other tumbler on the market. Some of these features have been copied by competition; most are still exclusive with Huebsch. To be sure of getting the most value for your tumbler dollar, it will pay you to look *first* to HUEBSCH!

Magnetic Door Latch • Variable Temperature Selector
Self-Cleaning Lint Screen • Back-Draft Damper • Adjustable Feet • Temperature Limit Control • Air Flow Switch

HUEBSCH ORIGINATORS
MILWAUKEE 1, WISCONSIN

World's largest manufacturers of commercial tumblers

BUSINESS BUILDERS

Be an Expert—and Tell Your Customers



GRONDIN'S WINS AGAIN

CERTIFICATE of HONOR
for
Demonstrated Knowledge in
Effective Spot Removal
Awarded to
Emile J. Roy
Grondin's Certified Cleaners

YES, MR. AND MRS. CENTRAL MAINE,
BE IT KNOWN THAT:
MR. EMILE J. ROY, Prop. of GRONDIN'S CERTIFIED CLEANERS
Has been awarded a Certificate of Honor by the National Cleaner and Dyer, a
National Trade Magazine (a Reader's Digest Publication) for Demonstrated
Knowledge in Effective Spot Removal.

THIS IS FURTHER PROOF THAT FOR EXPERT KNOW-HOW IN THE SPOT
REMOVAL AND CLEANING OF YOUR FAVORITE GARMENTS THE CLEANER
TO CALL IS:

GRONDIN'S CERTIFIED CLEANERS

111 North St. — 75 S. 1st St. Waterville
211 North St. — 75 S. 1st St. Waterville
111 North St. — 75 S. 1st St. Waterville
111 North St. — 75 S. 1st St. Waterville

Motivational research recently conducted by the National Institute of Drycleaning brought to light that customers want to feel that their dry-cleaner is an expert. The ad recently run by Grondin's Certified Cleaners of Waterville, Maine, certainly helped establish that opinion in the minds of its customers and prospects.

This firm's Emile J. Roy entered the famous spotting quiz run by NA-

TIONAL CLEANER & DYER late last year. As one of our winners he received the certificate of honor awarded. While the firm takes advantage of the prestige the scroll offers by hanging it in the call office of the main plant, it went a giant step beyond that. The above half-page ad in the local paper helped to let the whole city know that Grondin's is a progressive, expert firm.

Kids' Pix Ring Bell With Personalized Angle



Jan Finney
"4 bottles of the stuff and Fre
will get 'Tired Blood'."

If your Summer Wear—Dresses—or Slipcovers
also have that "Tired" Feel—Pop them up with
one dose of

BLUE BELL CLEANERS
Personalized Care For Everything You Wear
Call TU 6-3121 Delivered

A new twist on an old advertising idea has boosted sales at Blue Bell Cleaners & Laundry at Union City, Tennessee. Each newspaper ad in-

cludes a picture of a baby with a clever, humorous caption of what the child might be saying. And of course it ties in with the sales message.

What makes these ads particularly effective is due to the creative thinking of Mrs. Betty Cardwell of Blue Bell. The babies' pictures are not just stock shots. Each one is sent in by a customer or local reader of the newspaper. In most cases the fond parent or grandparent is given a credit line for the photo.

Betty says, "Working with a limited advertising budget, I try to obtain the most for our advertising dollar. Our slogan is 'Personalized Care For Everything You Wear,' so I try to inject a personalized note in our advertising. The photos of local babies create interest in the ads and

assure us of many steady readers."

And the humorous captions help, too! The ads are run on a weekly basis and are of uniform size, 2 columns wide by 5 inches long.

In spite of Betty's modest comment about a limited ad budget, the firm also uses the radio extensively as an ad medium. Daily spots are pretaped by Betty. Then, two mornings a week the firm sponsors a "live" show with Betty as mistress of ceremonies. These programs feature recorded music, household tips and news of interest to the ladies. In addition, local guests are featured. These include local club presidents, chairmen of city and club projects, health officials and "beauty queens." As in the case of the newspaper ads, the programs on radio also have the personal touch that Betty uses so effectively.

Giveaway for Sports Fans




As a goodwill gesture during the fall months, plantowner Ray Stone, Peoria Cleaners, Peoria, Illinois, makes it a practice to distribute free pencils imprinted with the football and basketball schedules of the local high schools. The name of the plant is also included on the pencils.

According to Mr. Stone, many customers stop in the call office asking for these handy schedules of local athletic activities.

Mr. Stone also inserts one of these pencils in the handkerchief pocket of finished suits before delivery to his male customers. This gets some additional publicity for the plant among his regular clientele.

NATIONAL CLEANER & DYER



A VERY MERRY
CHRISTMAS AND
THE HAPPIEST
NEW YEAR EVER



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

SIGNS of the TIMES

Peggy Dwyier Elected: W. Bruce MacIntosh, president of the Bureau of Laundry and Dry Cleaning Standards since its inception in 1954, will now act as chairman of the board. The presidency will be filled by Peggy Dwyier, formerly vice-president of the Bureau.

Mrs. Dwyier's new duties will be mainly in the field of public relations to help consumers better understand Bureau activities and show how Bureau members work to make their services more acceptable.



PEGGY DWYIER



VIAN B. SILLIMAN

Vian B. Silliman, who has been director of the Bureau in charge of the product audits and reports to members, will continue in this work under his new title of executive vice-president. Mr. Silliman joined the Bureau in 1956 after 22 years experience in various phases of laundry operation and management. He also had eight

years experience as sales representative for a leading supply house.

#

Textile Society Expands: A greatly expanded technical program and operation of regional chapters have been provided for in the new constitution and by-laws of the American Association for Textile Technology. The AATT board, of which NID trade

relations director Albert E. Johnson is a member, approved the new constitution and by-laws at a special meeting on October 14. Mr. Johnson was chairman of a special committee which drew up the legislation.

The move was described as a further step to strengthen drycleaners' relations with the textile industry. The new Technical Council will include a representative of the "end use" industries so that matters of consumer in-

See
the
Difference!

SPIX PRODUCTS CO., INC., 119 Dahlem St., Pittsburgh 6, Pa.

Gentlemen:

Please send us a sample bottle of NEW-BRITE, along with details of your "SELL the Difference" promotion program.

Name _____

Address _____

City _____

Zone _____

State _____

terest and importance can be better integrated with textile production and processing problems.

#

Public Service: Victory Cleaners and Dyers was among the 54 business houses of Frederick, Md., to receive an award of merit in the recent Community Chest-Red Cross United Appeal. The awards indicated the winners had reached or exceeded the goal in the fund campaign.

In Dayton, Ohio, Fox Cleaners was one of four firms eligible for the "outstanding citizenship award" given by the Community Chest in the same fund-raising drive.

George Friesen, Saskatoon, Sask., Canada, a driver for Spotless Dry Cleaning, was recently named the week's Most Courteous Driver by the Cosmopolitan Club. Mr. Friesen received the tribute for helping free another car from the deep mud in which it was stuck.

Herb Fitzgerald, head of a cleaning supply firm in Milwaukee, Wis., was awarded the 1959 Service Award of the Milwaukee Dry Cleaners Guild. Mr. Fitzgerald received the award at a testimonial dinner attended by about 300 people in the industry.

Mrs. Delia Rosenthal, owner of Empire Launderers and Cleaners, Burlington, Vt., was recently named

outstanding business woman of the year by the Burlington Business and Professional Women's Club.

#

Deferred Compensation: A new bulletin, No. 107, has been issued by the Small Business Administration, Washington, D. C., titled "Using Deferred Compensation in Small Business." The bulletin states that deferred compensation is a practical approach to paying executives in small companies. The management aid explains deferred compensation in specific terms and suggests practical steps in getting such a plan started. Free copies of Bulletin No. 107 are available from the Small Business Administration, Washington 25, D. C., or its field offices.

#

Aiming for Business: A Ravenna (Ohio) drycleaning firm, out for more business, posted a sign in the county sheriff's office offering special prices for cleaning trousers and jackets and putting military creases in shirts. At the bottom of the list was the notation: "Minor repairs—small bullet holes—no cost."

#

On the Right Track: Who says you can't make money working in a cleaning plant? James T. Vaughn, a drycleaning employee of Imperial Beach, Calif., recently made more than \$60,000 on a 30,000-to-1 shot at the races in Agua Caliente, Mexico. Mr. Vaughn, a father of seven, bought a \$2 ticket on the 5-10 handicapping contest and left the track. After returning home he learned that he had picked all six winners in the six consecutive races. He retraced his steps to the track and collected \$60,355.80 on his \$2 investment.

#

Christmas Spirits: The National Safety Council is again emphasizing its annual warning against combining the office Christmas party and driving. The Council explained it is not trying to dampen the traditional Christmas spirit, but it is trying to eliminate a definite source of highway accidents which annually ruin the Christmas season for drivers and their families. "The most dangerous drink ever concocted," the Council warns, "is the 'one for the road.'"

**This free sample bottle
of Spix *newBrite*
will show you in one load how
to make work look **NEWER**
and **BRIGHTER** with your
present system and soap.**



SEE THE DIFFERENCE AT OUR EXPENSE

The remarkable difference that NEW-BRITE makes in whites and colors must be seen to be believed. See this difference for yourself. Return the coupon (left) and we shall send you enough NEW-BRITE to treat 200 pounds of work. You will be amazed to see how NEW-BRITE makes good dry cleaning look better!

FREE PROMOTION KIT HELPS YOU SELL THE DIFFERENCE

Put the see-and-believe results of NEW-BRITE into your work. As a NEW-BRITE dry cleaner, you will receive a colorful "Sell the Difference" promotion kit, including window and truck decals, standard-size window and wall posters, garment tags, ad mats and many other merchandising aids.

Why not learn about NEW-BRITE right now!

NEW-BRITE RESTORES LOST BRIGHTNESS

Most fabrics today are treated at the mill with a fluorescent agent which intensifies whites and pastels. This brilliance fades with repeated dry cleaning, wear and exposure to sunlight.

Now Spix NEW-BRITE enables you to restore brightness to garments, draperies and slipcovers... to impart a "like-new" difference that your customers can see!

USE WITH ANY SYSTEM AND ANY SOAP

You can start to use NEW-BRITE immediately without altering your present dry cleaning methods in any way. You simply add small quantities of concentrated NEW-BRITE to the Naphtha or perchlorethylene solvent. It is compatible with any detergent. And NEW-BRITE costs just pennies-per-load to use.

**Send for your FREE sample bottle of NEW-BRITE and details
about the business-getting "SELL the Difference" promotion
program for dry cleaners.**

Spix PRODUCTS COMPANY, INC., 119 Dahlem St., Pittsburgh 6, Pa.

LEGAL DECISIONS

By A. L. H. STREET

Driver-Agent Not Employee

Can a drycleaner bring an embezzlement charge against an independent routeman who acts as his agent?

The North Carolina Supreme Court ruled in the negative, reversing the decision handed down by a lower court in the case of *MacGray v. Bennett*, 110 S. E. 2d 324. In that case

the routeman had had an arrangement with the drycleaner under which the driver built up laundry and drycleaning patronage on a route he developed himself. The contract entitled him to retain 25 percent of what patrons were charged for laundry and 40 percent of drycleaning charges. He was indebted to the cleaner on this basis whether or not he collected.

As a result of conditions for which he was not to blame, the routeman became indebted to the cleaner and returned to his home in another state. The cleaner filed a criminal charge of embezzlement against him and the routeman returned to North Carolina to stand trial, although the governor of his home state refused to extradite him.

The routeman was acquitted of the charge and in turn sued the cleaner for damages, claiming that the prosecution was unjustified and malicious. The judge in the suit ordered the case dismissed but the Supreme Court reversed the decision.

The Supreme Court said that even if it were assumed that the contract between the parties created an employer-employee relationship, there was no proof that the routeman had embezzled funds belonging to the cleaner. But in this case no employment relationship existed. Instead, the relationship was merely that of debtor and creditor, similar to that existing between any retailer and wholesaler.

Who Owns Child's Clothing

Do parents maintain legal ownership of clothing they give their children?

In a suit by a father to collect for damages to the clothing of his 9-year-old son, the United States Court of Appeals, Fifth Circuit, ruled that "a boy of 9 may own the marbles he buys with his allowance, but clothing furnished a child by his father under a parent's duty to support his children remains the property of the father. Any member of a large family can testify that this is a working rule of no small practical convenience as well as a principle of law."

The court stated it is the parent, not the child, who has a cause of action against a third person who causes the loss or destruction of the clothing (*Payne v. State Farm Mutual Automobile Insurance Co.*, 266 Fed. 2d 63).

The case in point grew out of an auto accident. However, this decision would seem to mean that a claim against a cleaner for loss of or damage to a minor's garments would be governed by the same rule of law.

Similar decisions have been reached by the appellate courts of Illinois, Massachusetts, Mississippi, Tennessee, Kansas, Michigan and New York. In the Tennessee case a mother, as head of the household, was entitled to sue a railroad company for the fire loss of a wardrobe she had given to her minor daughter as a trousseau since the daughter was still a member of the household.



*Santa Claus Began the
Grand Tradition of Giving
and Fulfilling Dreams...*



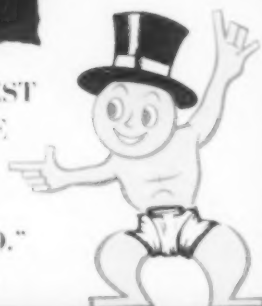
Pre-Marked Strip Tags
humbly play their roles in
carrying on that Tradition...

giving the same original
super quality, despite a
multiplicity of increased
production costs.

You can't build
the reputation
of a leader on
what you are going-to-
do... You CAN on what
you have done and
continue to do!

"I DO THE VERY BEST
I KNOW HOW, -THE
VERY BEST I CAN;
AND I MEAN TO
KEEP ON DOING SO."

A. Lincoln



RESOLUTION:

1960

PRE-MARKED STRIP TAG CO.

3232 India St. • San Diego, California

PRE-MARKED, the Industry's name for *Original* STRIP-TAGS

how do YOU  judge quality... by

FIRST COST? or FINAL VALUE?

Vic SOLVENT SAVERS give you LONGER LIFE...GREATER CAPACITY...MOST VALUE for every dollar invested!

VIC

Solvent Savers

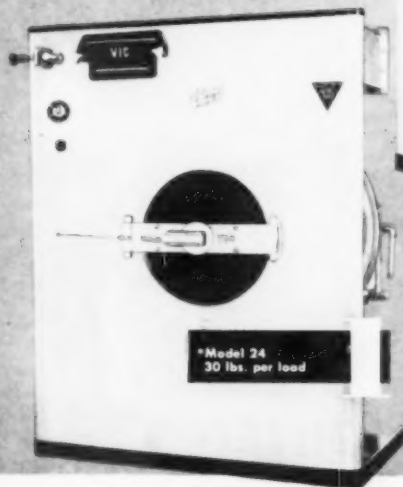
(SOLVENT RECOVERY TUMBLERS)

NOW AVAILABLE IN

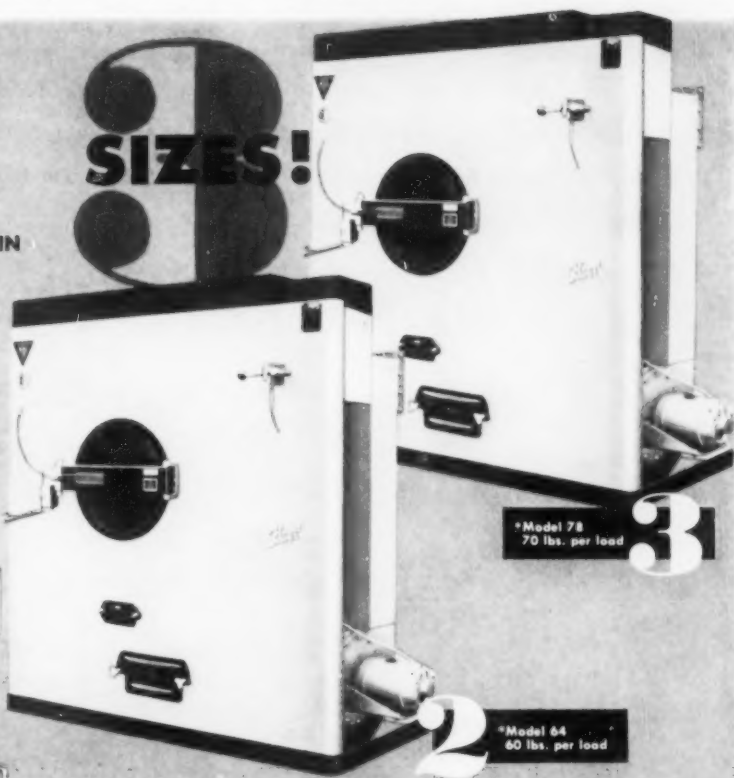
SIZES!

A solvent savers is a BIG investment... when you buy one you expect it to "take a beating" for years to come. That's why BEFORE you buy you should compare not only first cost, but also every detail of construction, to make sure you get the BEST VALUE for your hard-earned dollars.

THERE'S NO GUESSING
WHEN IT'S VIC!



*Model 24
30 lbs. per load



*Model 78
70 lbs. per load

*Model 64
60 lbs. per load

*Yes,
Compare!*

YES, COMPARE!
VIC GUARANTEES its solvent savers to give you:
GREATER coil area—
GREATER fan capacity—
GREATER-RUGGED construction, for
TROUBLE-FREE SERVICE FOR YEARS TO COME—
MAKE US PROVE THESE STATEMENTS!

*Please note—VIC NEVER OVER RATES! Vic does not place multiple ratings on their solvent savers (Solvent Recovery Tumbler) as others do! Some manufacturers rate their units at 30 to 40 lbs. per load; there is no such thing!—It is either a 30 lbs. per load or 40 lbs. per load capacity.



If you care—you'll compare and buy
MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

Dept.
ND-151

OLSON

the filter you clean without scraping screens!

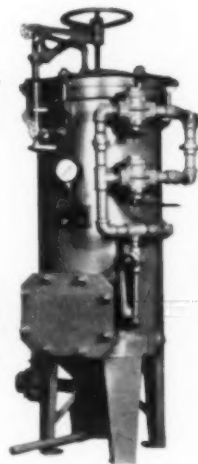
Now, messy, time-consuming scraping of screens has been eliminated. In fact, there's no need to even remove them. Or anything else for that matter. Olson Superflow tubular filters, with specially designed "straight-through" screen openings, are automatically cleaned in 1 to 3 minutes. ■ Operation couldn't be simpler. Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.

OLSON
FILTERS



OLSON FILTRATION ENGINEERS

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company



ALM-OL-4



INCREASE POUNDAGE With Your Present Equipment— Use Deodorized APCO 125

By greatly reducing your drying time, Deodorized APCO 125 lets you put more poundage per day through your tumbler. And greater tumbling capacity means bigger profits! Ask your APCO solvent man for the DEODORIZED story.

**REFINERS OF
STOD-SOL AND
DEODORIZED APCO
140**



ANDERSON-PRICHARD *Oil Corporation*
OKLAHOMA CITY, OKLAHOMA

BRANCH OFFICES IN ALL PRINCIPAL CITIES

GADGETS and GIMMICKS

Speeds Up Drying Time



An extra pulley installed on the fan that pulls air through the tumblers has increased the air intake from 1,100 to 1,400 cubic feet per minute at David Weber, Chicago.

This reduces the drying time of the tumblers by some 25 percent, according to plant manager Oscar Howard.

Heat Exhaust



Orville Crowley at Jacobs Cleaners, Rock Island, Illinois, constructed a metal hood over his steam-air finishing machines to cut down on the heat during the summer months. An exhaust fan on the roof of the plant blows out the hot air and keeps the area about 20 degrees cooler.

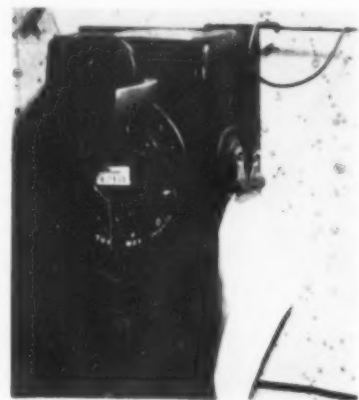
With no cross-ventilation, this department was practically unbearable for the operators until this unit was installed.

Shirt-Press Protection

Metal rods installed along the floor protect new shirt finishing equipment recently installed at Allen Cleaners, Akron, Ohio.

The metal tubing stapled to the floor permits operators to roll carts up close to the unit without scratching the paint job on the cabinet sleeves. The rods are fixed about 6 inches from the presses to avoid contact.

Separate Phone Hanger



Coat hanger wire was used to make a telephone receiver cradle at Tully Andrews Cleaners in Montgomery, Alabama. The cradle is a loop with the stem screwed to the wooden backboard of the wall-mounted phone. The loop is bent in the middle so the earpiece of the receiver can hook into it.

This cradle is to hold the receiver while the person on the line is waiting for someone to be paged or for some information to be obtained. It prevents the receiver from being laid where it can be knocked on the floor. It saves the listener from ear shock due to noise created in the phone by laying the receiver down hard.

Also, since the receiver hangs beside the instrument when in the cradle, the fact that someone is still waiting is more apparent to others in the room.

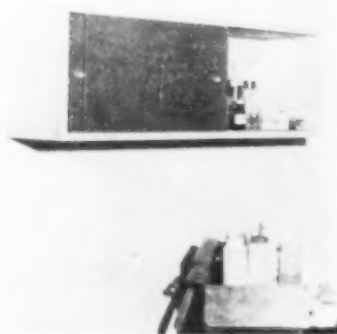
Pins at Hand



A portable pin tray saves steps for the operators in the bagging department at Peoria Cleaners, Peoria, Illinois. A metal bar was soldered to an empty coffee can. The end of the bar is curved and can be hung over the slickrail at any location in the department.

Operators find that they don't drop as many pins on the floor and the supply is at their fingertips whenever they need them.

Neat Arrangement



A handy cabinet for spotting supplies was built by spotter Ray Kuratomi of Crenshaw Village Cleaners in Los Angeles, California. The cabinet is 11 inches high and 30 inches long. It is made of half-inch boards and boasts a pair of sliding pegboard doors on the front. Four nails hold it securely to the plaster walls, in a handy position for Ray.

the industry's finest drycleaning dryer

FULL 100 LB. CAPACITY*

with accurate dependable

8 STAGE



HEAT CONTROL

POSITIVE . . . EASY TO OPERATE. Requires but a second to move selector knob from "Hot" to "Cold," or to any fixed INTERMEDIATE STAGE. Temperature is accurately indicated by an easy-to-read, built-in thermometer. FOR EACH DRYER LOAD, operator can quickly and easily set the selector knob to an accurately determined setting, and the temperature will be EXACTLY THE SAME AS IT WAS FOR A LOAD PREVIOUSLY DRIED at that setting.

Cissell provides a large volume of air for FAST DRYING with COMPLETE DEODORIZATION. Every dry-cleaner knows the importance of full deodorization . . . positive heat control.

PLUS these additional all-important Cissell features.

- Separate Motors for Fan and Basket
- No-Snag Basket
- Double Wall Construction
- Cissell-Built Gear Reducer
- Two-Way Fire Extinguisher
- Static Steam Spray
- Air Filters

MODERN OPERATION DEMANDS A LARGE DRYER TO HANDLE A FULL WASHER LOAD to eliminate split-load or overcrowded drying. The Cissell 100 lb.* dryer provides increased production, tumbles the load loosely allowing free air movement thru each garment for thorough and complete deodorization with a minimum of wrinkling.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"



Cissell 20 and 50 lb.* dryers, with the above structural features, are available for those requiring small load drying, or where space limitations prevent the use of larger dryers.

*dry weight capacity

Consult Your Jobber

CISSELL

EDITORIAL

New Trend?

Perhaps the most cussed and discussed item in the industry today is the advent of the coin-operated drycleaning machine. A few pilot models are already installed in coin-operated laundries in various parts of the country.

Several manufacturers are working feverishly to develop units. There is little information available, because these manufacturers are very hush hush about their particular machines. Meanwhile controversy rages everywhere. Some industry leaders foresee the doom of the drycleaning plant as we know it today; others feel this new development will expand the industry.

We want to look a little deeper into the matter before making a decision. First of all, drycleaning is a craft, as opposed to laundering, which requires little or no skill. The unlearned housewife is likely to get a nose full of solvent unless the machines are foolproof.

Toxicity problems are very real, particularly when such a machine is in the hands of someone unfamiliar with its operation.

There is always the chance, too, that the wife of a mechanic or service station operator will toss in a load of garments heavily laden with grease which will send filter pressure sky-high, reducing cleaning efficiency on subsequent loads.

Then there is the problem of keeping solvent in good condition. Additions of filter powder and activated carbons plus distillation will require owner control.

In an editorial back in December 1955 we referred to bulletin 484-B issued by the American Institute of Laundering. It reported that when synthetic solvent fumes contact gas-fired tumbler fumes, the perc decomposes, forming phosgene gas which acts like hydrochloric acid. This decomposes garments in the tumbler.

Of course, maybe they plan to use some other newly developed solvent. (Such a rumor is afoot.) But in any case, the actual drycleaning is only part of the story. Spotting and finishing still require special skills.

As we see it, at best coin-op drycleaning will create a new market for cleaning work clothes and the like that don't come into the plant even now. It seems to parallel the coin-op laundry which hasn't adversely affected the power laundry, but brought more work out of the home.

It's possible all problems and objections will be overcome. If that happens, we want to make sure that any development of this business belongs to the professional drycleaning industry; not Johnny-come-lately investors from outside our group.

We shall watch this . . . and keep you posted.

John J. Martin, General Manager

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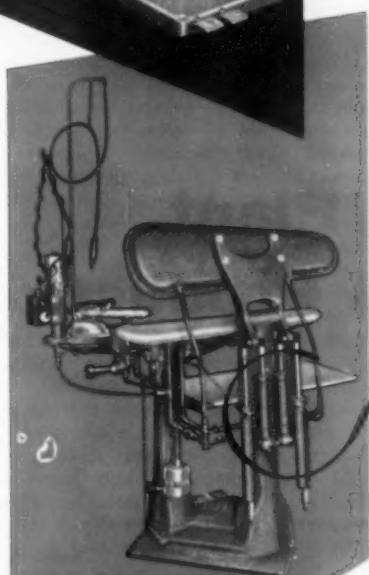
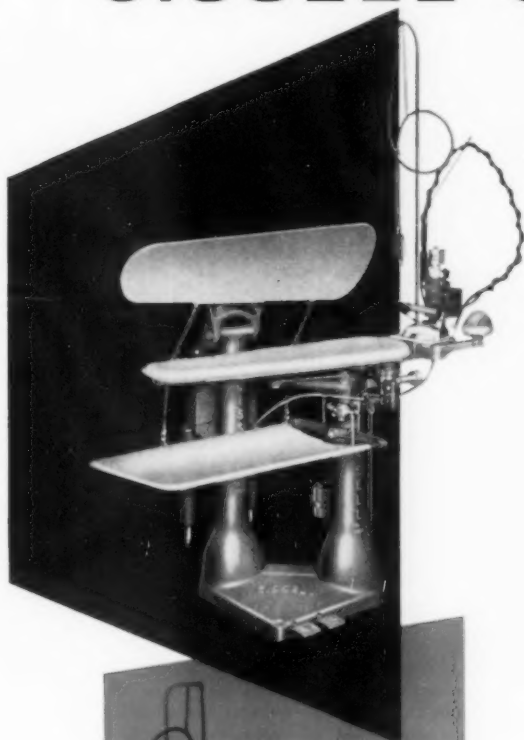
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for smooth, beautiful
finishing get the masterpiece
of engineering skill

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A Dream Come True



Consult Your Jobber

A close look will spark your enthusiasm over this great new *air-operated* press. But not until you have put it to work will you know its excellence.

For no press ever operated as smoothly; no press ever made fine finishing as easy.

Here is Cissell tradition for quality at its finest . . . truly, a masterpiece of engineering skill.

Check these and many other features:

FULL, UNIFORM HEAD PRESSURE over every inch of pressing area. How? By perfectly matched *machined* contours of head and buck . . . by heavy, *machined* cast iron columns and base that make precision alignment possible.

POWER-PACKED VACUUM LOCK releases additional pressure for hard-finish materials . . . permits finishing without shine or seam impression marks.

BUILT-IN SUPPORT AND PIPING for Cissell Low-Boy Steam-Electric Iron with Electric Thumb Switch . . . convenient Swinging Sleeve Board . . . famous CISSELL CONDENSER and Water-Spray Gun.

NEEDLE ROLLER BEARING, floating power and universal joints provide SMOOTH, FAST AND FREE HEAD MOVEMENT for increased production . . . hydraulic snubber cushions head at open and closed positions. Finger-tip control opens and closes head. Speed of head regulated by needle valve within easy reach of operator. FULLY GUARANTEED.

THE QUALITY LEADER

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL

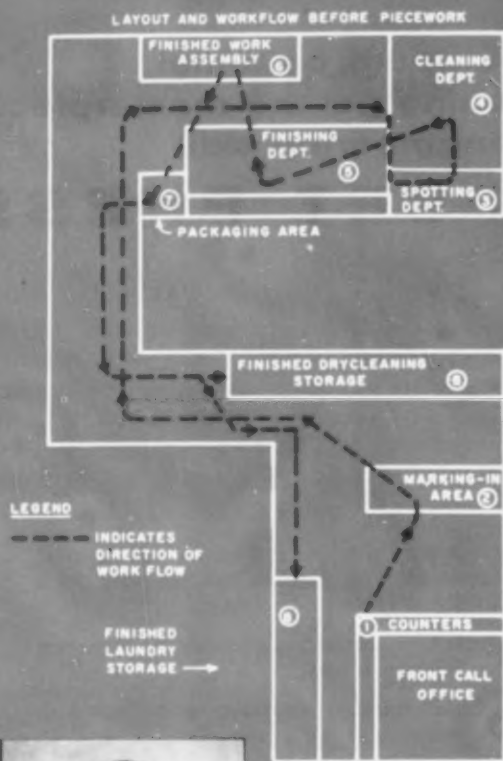


FIGURE 1A

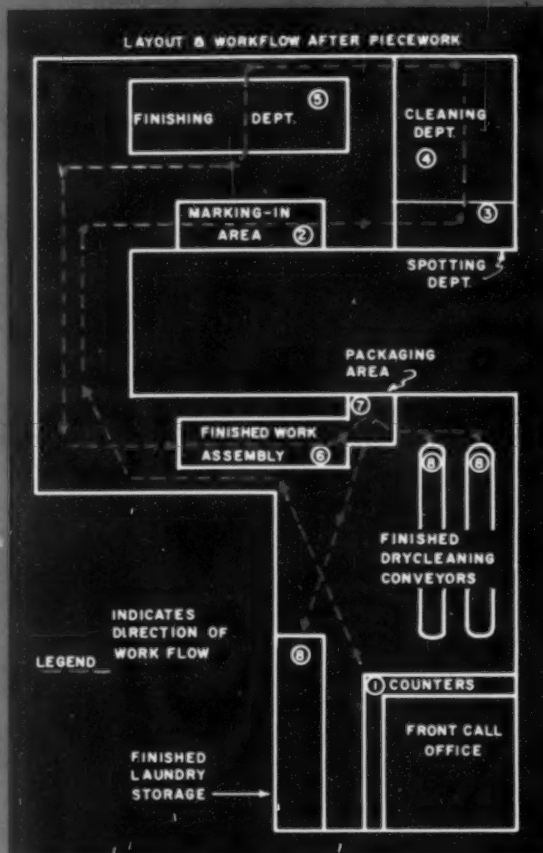


FIGURE 1B



Last year our sister publication, STARCHROOM LAUNDRY JOURNAL, ran a \$10,000 contest titled the "Parade of Progress." The purpose behind it was to bring to light outstanding efforts by laundryowners to increase sales or productivity.

One of the award-winning entries came from Power Cleaner, Inc., of Falls Church, Virginia, and dealt with the accomplishments of its drycleaning department. Since this report is especially significant to drycleaners, we are bringing it to readers of NATIONAL CLEANER & DYER, as it was submitted by Barnett DuBois.

Mr. DuBois received his B.S. in economics in 1957 from the Wharton School of Finance and Commerce of the University of Pennsylvania, where his major area of study was industrial management and relations. Since then he has been associated with his father in the operation of package drive-in plants in the Washington, D. C., area. One of his prime goals has been and continues to be the application of modern big business techniques to a relatively small operation as found in the drycleaning industry.

How Our Plant Improved Production

By BARNETT DuBOIS

EXAMPLE OF QUALITY CONTROL INCENTIVE PLAN

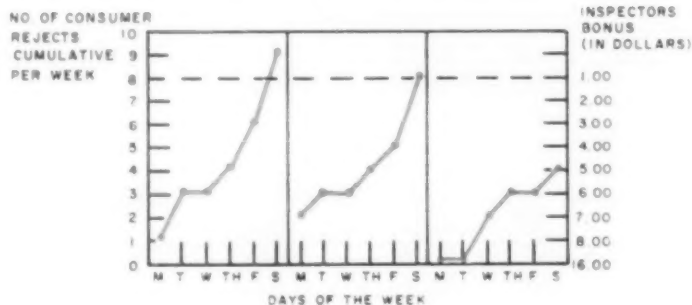


FIGURE 2

Production Objective

Piecework incentive plans have been used in the drycleaning and laundry industries for years as a method of increasing production. The effective utilization of this type of incentive plan in a small package plant was the production objective of Power Cleaner, Inc., Falls Church, Virginia. Could a piecework wage plan accomplish, for a relatively small plant, what is accomplished for a large one, i.e., increased production, lower unit of product cost, increased volume capacity, higher employee take-home pay and, most important, greater profits?

Planning Stage

In order to better understand some of the problems ahead, Power management began by simply defining straight piecework. Straight piecework is that form of wage which has all standards expressed in terms of money, thus bringing reward to the operator in direct proportion to his output. A thorough grasp of the piecework concept, in general, was accomplished before some of the more specific problem areas were studied.

Administrative problems involved

Generally, Power Cleaner had to plan in terms of the employer, employee and consumer. Establishing a fair piece rate that would stimulate the worker to produce more was the employer's greatest concern. This stimulation would result in increased plant capacity and lower unit of product cost. The employer's main obligation in return was to attain higher volumes which would give operators a large enough work load so that they could see sizable pay envelopes. Plans also had to be made to help the worker gain time in his individual production activity. Each operator had to be given the opportunity of working with the least possible amount of lost motion. A more efficient operational layout and a smoother workflow were the apparent solution.

The consumer could be affected by a piecework wage plan, also. It was

necessary for Power management to answer such questions as:

(a) Should savings be passed on to the consumer?

(b) Will increased volume produce low quality work?

(c) Will our old customers suffer at the expense of new ones?

The customers' possible reactions to the innovations brought out through piecework demanded serious consideration.

The problem of quality control

Quality production in the drycleaning industry is a dynamic, everpresent area for managerial discussion, decision making and control. It is of utmost importance since quality is almost synonymous with the services offered. With the inception of a piecework wage plan, quality control becomes even more difficult. First, there is the necessity for a high degree of quality in the face of an increased production demand. Second, although high quality standards are desired, the cost of maintaining a rigid quality control system cannot be excessive. These two concepts we found to be in direct conflict.

Power Cleaner felt that any quality control system had to accomplish certain specific objectives. These were:

(a) To formulate standards of quality readily acceptable to everyone concerned.

(b) To take the necessary action in order to keep production from falling below the desired quality standards.

(c) To attain emphasis on accuracy rather than speed in the inspection process.

(d) To place the responsibility of precise, quality workmanship directly on the worker.

(e) To remove the possibility of finished items which are considered below standard quality reaching the customer.

The problem confronting us at Power was how to bring all of these objectives together, so that one relatively simple quality control system could emerge. We decided to try quality control on an incentive basis.

Continued on page 30

PRODUCTION COMPARISON CHART — Fig. 3

Operation	Number of pieces produced under straight salary wage (per hour per operator)	Number of pieces produced under piecework wage (per hour per operator)
Wool finishing (pressing)		
Trousers	21	25.2
Suit coats	15.5	18.6
Overcoats and topcoats	13.2	15.8
Shirts (drycleaned)	16.9	20.3
Ladies' jackets	22	26.4
Skirts under 9 pleats	23.2	27.8
Skirts over 8 pleats	14.8	17.8
Sweaters	30	36
Children's wear	32	38.4
Hats and caps	57	68.4
Household operations (pressing)		
Tablecloths, lace		
Comforters		
Blankets		
Scarfs	35	42
Spreads, chenille		
Cushion covers		
Rugs		
Curtains		
Drapes	23.6	28.3
Spreads		
Chair covers		
Curtains or drapes, ruffled	8.7	10.4
Valances		
Davenport covers	7.3	8.8
Machine finishing operations (pressing)		
Blouses	15.4	18.5
Robes, plain	12.7	15.2
Scarfs	37	44.4
Ties	64.3	77.2
Belts	92.7	111.2
Linings	25	30
Evening gowns	1.7	2.1
Wedding gowns	2.1	2.5

Note: Although the figures compiled here are for drycleaning operations, it was found that similar increases were prevalent in laundry finishing as well.

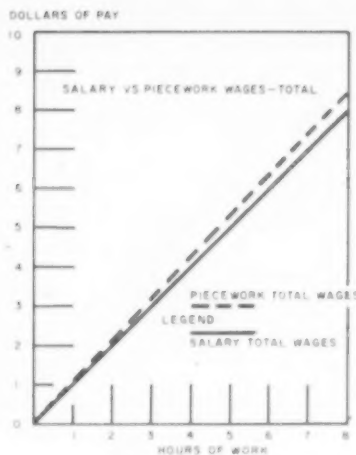


FIGURE 4

Continued from page 29

How It Was Done

Administrative areas

To establish a fair piece rate, Power management primarily considered comparable piecework rates existing in the geographical area concerned. It was found that the going rate was about 10 percent of the sales price per piece of production. This 10 percent figure was adopted since, through time studies, it was found that a worker producing at an average rate of speed could increase his take-home pay by 5 percent over the straight salary method of payment. It was obvious that those operators producing at a rate above average would be compensated even more.

Power Cleaner was now faced with the problem of attaining more volume to complement this new wage program. Management decided upon a vigorous, steady promotional campaign. Since Power's consumer market was only 3 percent of the total area population, the cost of newspaper advertising was not justifiable. The possibility of radio for advertising purposes was eliminated for the same reason. In other words, it was felt that it would be much too costly to waste advertising funds on 97 percent of the population in order to reach 3 percent.

We decided that direct-mail advertising would bring the best results. A policy was adopted involving either premium giveaways or price cuts, advertised by direct mail, three to four times a year.

To accomplish a smoother workflow and a more efficient operational layout, it was necessary to analyze

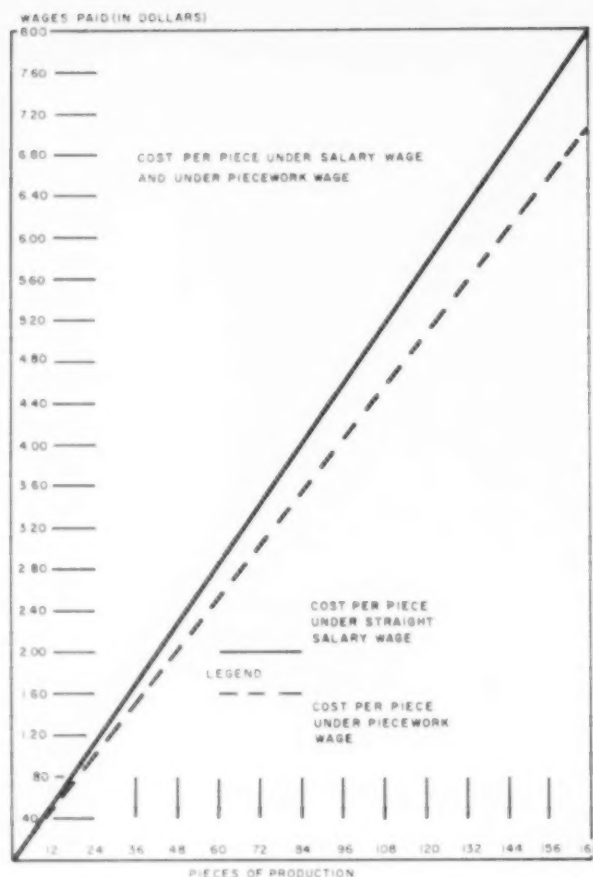


FIGURE 5

each job in relation to all other jobs in the production process. Because of space limitations and an odd building structure, we were faced with a momentous challenge. The inefficiencies existing in the old setup were obvious; how to counteract them was questionable.

The first step in reconverting was to change from finished drycleaning storage racks to conveyors. This made it possible to use the vacated space for finished work assembly. The marking operation was moved to the plant section so that the possibility of bottlenecks arising would be held to a minimum. A smoother workflow seemed assured. (See Figs. 1A and 1B.) The workers involved would be able to increase production by decreasing lost time.

Quality

In order to sustain a high degree of quality control, Power management started to analyze and record consumer complaints and rejections. It

was found that an average of eight customers per week complained justly that their orders were not satisfactory. This led to the establishment of a workable incentive-type quality control plan. The inspection department was charged with the responsibility of keeping over-the-counter consumer rejections at a point of eight or less per week. If rejections for a given week reach eight, the inspector receives a bonus of one dollar. For each rejection under eight the inspector receives another dollar. If rejections are zero, the inspector gets a \$16 bonus for the week. (See Fig. 2.)

Thus, the incentive factor forms the foundation of the plan. Shoddy work can be pinpointed because each worker is assigned a separate colored ring which is placed on his work and accompanies it to the inspector.

Too many do-overs resulting from inspection could decrease production. We have stipulated, in order to counteract this force, that inspection rejections numbering over 10 in any one lot must immediately be justified to the



from start to

finish

*you save money with Sanitone 30-90**

Not only does Sanitone 30-90 increase production in the cleaning room, it also increases production in every other department with substantial, measurable savings and with no decrease in quality standards.

Here is the actual experience of a Sanitone Dry Cleaner† which proves that.

Because 30-90 makes less moisture do more work, spotters (counting both silk and wool) averaged 80 pieces per operator hour as compared with 57½ pieces before Sanitone 30-90 was installed.

Even more important dollar-wise, production in the finishing department increased on an average of five pieces per operator per hour. The biggest gain was in coats where production increases of from 25 to 40 coats per hour were recorded. Pre-conditioning linings was completely eliminated and practically all finishing is done on steam-air equipment with now and then a touch-up on the press. Even car coats, formerly hand-ironed, are now finished on the steam-air unit.

Another important improvement was noted in the ease and speed of handling crepe dresses, drapes, ski pants, pleated skirts and other hard-to-handle-jobs in the miscellaneous department.

This proves conclusively that the cost of Sanitone 30-90, or any detergent, can be figured accurately only by including all other savings outside the cleaning room.

*Don't take our word for it.
Learn first-hand how you can
reduce your costs in every
department with pace-setting
Sanitone 30-90 by having
a free demonstration in
your own plant. Write today
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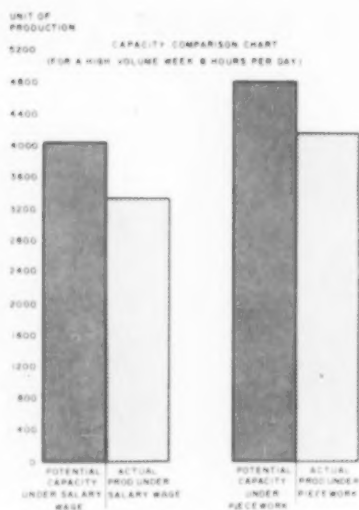


FIGURE 6

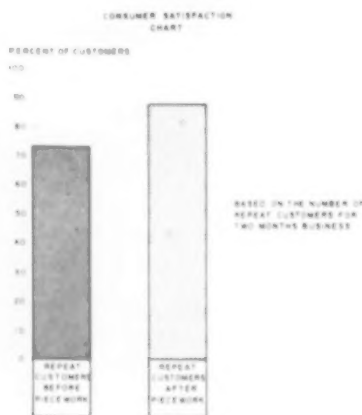


FIGURE 7

plant manager. This prohibits abuses to the piecework employees without letting them have the chance, on the other hand, of "railroading" shoddy work through to the customer.

Specific Results

Production

After the establishment of the piecework wage program, Power Cleaner had an average increase in production of 20 percent per operator. The production comparison chart (Fig. 3) will serve to show, according to individual operators, the increase which has come about through the incentive plan. This chart indicates the differences in production output recorded for various articles handled. There is an increase of significant importance in every operation.

The main reason for this over-all

increase in production is that each operator individually benefits from the more efficient operational layout and the smoother workflow. Even working at the same speed as under straight salary, each operator must increase his individual production. Naturally, piecework will accomplish its purpose by inspiring operators to work at a rate far greater than that which is found under a straight-salary method of payment. Each operator could for this reason consistently produce at a rate far above that which is accepted as standard, even though mere standard performance under piecework will bring greater reward than top performance under straight salary.

Costs

To best analyze the cost savings which have accrued under this piecework wage plan, two wage comparison charts have been constructed. The first chart (Fig. 4) indicates the difference in total wages paid under both the piece-rate system and the straight-salary system. It will be noted that for eight hours of work, the labor cost for producing 168 units of production on a salary basis is \$8. This follows the assumption that \$1 an hour was paid to these workers and that, according to the production comparison chart, 21 pieces an hour are produced. (For simplicity's sake, trousers will be used as the measured unit of production.) In the same eight hours of working time, the piecework employees earn \$8.40. However, they produce 25 pieces an hour, or 200 pieces for the full eight hours. It is obvious that the total cost for eight hours of work, for quantity of labor alone, is greater under a piecework plan than under straight salary.

The second chart (Fig. 5) shows the difference in labor costs per piece under the two different wage plans. Under straight salary the cost per unit of production for labor is 4.762 cents per piece. Under the piecework plan, the cost per unit of production for labor is 4.175 cents per piece.

The total over-all cost of each unit of production diminishes when dealing with piecework while the cost per unit under a straight salary remains relatively constant. Here, then, is the saving, for it will be noted that under piecework, production of 168 pieces cost \$7.05 while under straight salary the production of 168 pieces cost \$8. It will also be noted that this production of 168 pieces in the latter case necessitates a full eight-hour cycle, while the 168 pieces in the former instance is 32 pieces less than that

which can be produced in eight hours.

It is beneficial, at this point, to sum up the cost areas which, after being handled properly, led Power Cleaner to great savings under the piecework plan. First, under piecework, there came about an increased rate of production. Second, lower over-all unit costs were found. Third, increased over-all employee earnings were shown. A fourth result, which is a direct result of a piecework plan, is the reduction in supervision costs. This saving is due not only to employee self-motivation, but also to the improvement of methods and procedures to coincide with the wage plan. It is the interaction of the plant's physical improvements with the individual's self-motivation that results in increased employee earnings and decreased production costs.

The total reduction in production costs for Power Cleaner, coming as a direct result of the piecework wage plan, has already reached the 12 percent mark. This we consider quite good since the plant has not been operating under piecework for too long a time.

Total volume

Under the piecework wage payment plan, total volume at Power Cleaner has increased due to the plant being able to handle more production. This is possible because of the increased capacity that has resulted from the increased rate of production. It was shown previously that 32 more units of production per operator can be produced in a full working day. This means that in six days of production, 192 units more per operator can be handled.

A reference to the capacity comparison chart (Fig. 6) will reveal that potential capacity and actual production have increased for an eight-hour day since the initiation of the piecework plan. The increase in volume has been due mainly to management's effort to gain more business. Still, it will be noticed that the plant does not operate at full capacity. It is our goal through advertising, merchandising and goodwill to accomplish an actual weekly volume which will approach potential capacity.

The actual production and potential capacity figures pictured on the capacity comparison chart are applicable only to a 48-hour week. If the plant were to stay in operation for more than eight hours per day, the potential capacity as well as actual production would increase accordingly.

Continued on page 38



How would YOU solve Liz's PROBLEM?

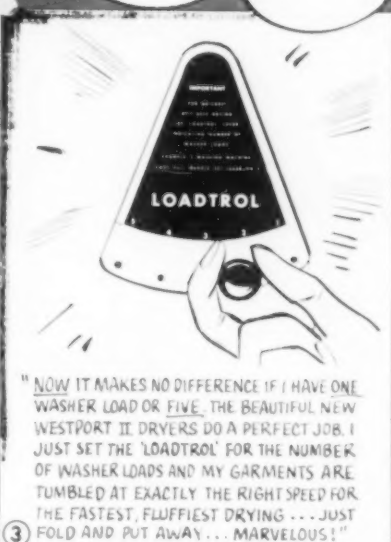
"I NEVER COULD TELL HOW MY CLOTHES WOULD COME OUT. WHEN I HAD A BIG WASH, THE GARMENTS DRIED NICELY, AND QUICK. BUT WHEN I HAD A SMALL LOAD, THE DRYING WAS SLOW, THE GARMENTS BADLY CREASED AND THEY HAD A BOARDY, HARSH FEELING."

①



"KITTY AND JANE RAVED ABOUT THIS NEW STORE AND ABOUT THE WONDERFUL WAY THEIR CLOTHES WERE DRIED. I DECIDED TO COME HERE, TOO."

②



"NOW IT MAKES NO DIFFERENCE IF I HAVE ONE WASHER LOAD OR FIVE. THE BEAUTIFUL NEW WESTPORT II DRYERS DO A PERFECT JOB. I JUST SET THE 'LOADTROL' FOR THE NUMBER OF WASHER LOADS AND MY GARMENTS ARE TUMBLED AT EXACTLY THE RIGHT SPEED FOR THE FASTEST, FLUFFIEST DRYING... JUST FOLD AND PUT AWAY... MARVELOUS!"

③



"NO WONDER EVERYBODY FLOCKS TO THIS STORE. ONCE YOU'VE USED THE 'LOADTROL' YOU WOULDN'T BE SATISFIED WITH ANYTHING LESS MODERN. I'M WILD ABOUT 'LOADTROL' AND SO ARE MY NEIGHBORS."

④



"AND THERE'S NO LINT PROBLEM WITH THESE WESTPORT II DRYERS. THE LINT FILTER IS SELF-CLEANING AND THE FILTER CLEANS ITSELF EACH TIME THE MACHINE IS STOPPED. THIS MEANS THAT PLENTY OF WARM AIR IS CONSTANTLY CIRCULATED THROUGH THE GARMENTS AND EVEN MY MOST DELICATE THINGS DRY QUICKLY, UNIFORMLY AND SAFELY."

⑤



⑥

LIZ'S PROBLEM COULD HAVE BEEN SOLVED IN A NUMBER OF WAYS, BUT WE THINK WE SOLVED IT MOST ECONOMICALLY WITH THE WESTPORT II WHOSE FEATURES COST US OWNERS NOTHING EXTRA...GET THE WHOLE STORY ON THESE RUGGED, GAS-SAVING, TIME-SAVING DRYERS, COMPLETE WITH METER AND ALL FEATURES INCLUDING "CONTROLLED TUMBLING."
(PATENT PENDING)

HOYT MANUFACTURING CORPORATION
Forge Road, Westport, Massachusetts

Please send me illustrated bulletin describing your Westport II Dryer with "Loadtrol."

Name _____
Company _____
Address _____
City _____

State _____

HOYT

AUTOMATIC DRYERS, RECLAMERS AND CHILLERS

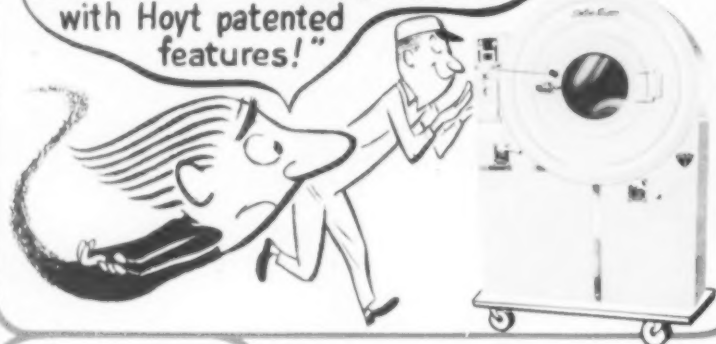
"Aw Jeepers.. What a Pair!"

Says F. P.*



*"Flighty Perc" (Valuable perc solvent vapors which were formerly air-wasted)

① "Even Houdini himself couldn't help me now. The boss finally got the word. Here come those d--d new Reclaimers with Hoyt patented features!"

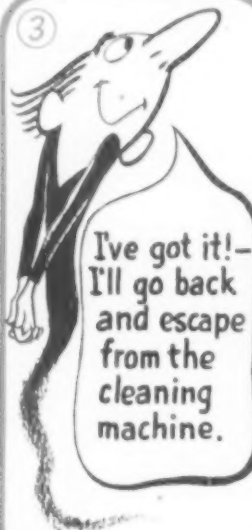


②

"That 'Loadtrol's' controlled tumbling and that special Cooldown Cycle will keep me shackled to my job forever."

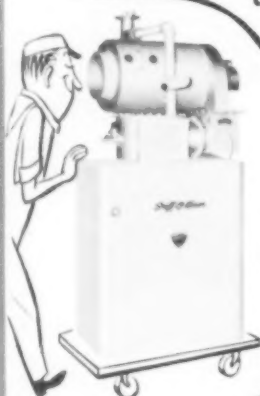


③ I've got it!—I'll go back and escape from the cleaning machine.



④

"But no, now I'm really wrecked. A 'Sniff-O-Miser!' Even if I get on the loose, I'll be picked up by the 'Sniff-O-Miser' and put back to work. Oh, woe is me!"



Reclaimers with Hoyt patented features, and "Sniff-O-Miser" enable you to recover "Flighty Perc" and slash your solvent costs 75% or more. Put this most modern equipment to work for you and enjoy amazing results. Write:

HOYT
WESTPORT, MASS.

FLASH

A new, little "SNIFF-O-MISER" for those small plants!

Dry Cleaners:

Profit by reading future episodes in the sly life of "Flighty Perc."

Properly Treated Water Can Save You Money!

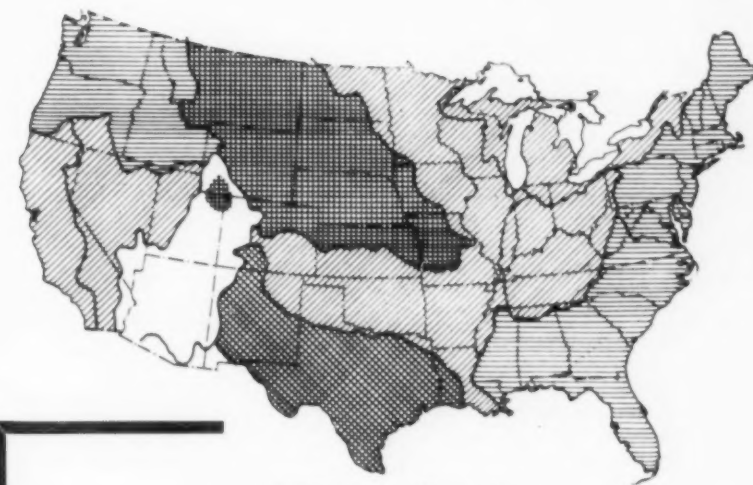
Steam generation
and shirt laundering
are done better . . .
and more efficiently

By JOSEPH C. McCABE

THE DRYCLEANER with an interest in the finished shirt business finds he has to pay attention to the water he is receiving, whether it is city water or from deep wells. The water may look good enough to drink but when you get it eating it up for washwheel service or carrying it on to steam for different plant uses, you find this innocent-looking material is full of possible troubles.

General

The usual water you receive from the city mains, for example, is not especially soft nor is it free of many items which can contaminate your plant piping system. A water heavy with dissolved iron, for example, is likely to cause troubles in the initial softening stage. Dissolved oxygen will



LEGEND—PARTS PER MILLION
0-60 60-120 120-180 180+

Fig. 1. Map showing average hardness of surface water weighted against population served in major drainage areas

TABLE I—Characteristics of Cation Exchange Materials

Type of Material	Capacity gr. per cu. ft.	Regenerant lb./kgm.	Operating pH	Range Temp. °F.
Silicious Base				
Processed Greensand	2,500-3,000	0.35-0.50	6.0-8.4	135 Max.
High-Capacity Greensand	5,000-5,500	0.35-0.50	6.5-8.1	110 Max.
Synthetic Gel	7,500-10,000	0.33-0.50	6.8-8.2	100 Max.
Organic				
Sulfonated Coal	6,000-7,000	0.45	5.0-10.0	135 Max.
Polystyrene Resin	20,000-30,000	0.25-0.50	5.0-11.0	250 Max.

TABLE II—Flow Rates in Gallons Per Sq. Ft. Per Minute

	Backwash Rate	Regen. Rate	Rinse Rate	Oper. Rate
Silicious Base				
Processed Greensand	9	2.5	5	5
High-Capacity Greensand	9	2.5	5	5
Synthetic Gel	4-6	2.5	5	5
Organic				
Sulfonated Coal	6	1.5-3.0	2.5-6	6
Polystyrene Resin	6	2.5	2.5-7	7

slip through the softener and not begin to plague you until you find it when you turn the water into steam or try to bring the oxygen back in the condensate water where the oxygen teams up with carbon dioxide to form a serious corrosion force.

A water possesses other qualities

that are a combination of things such as being too much like an acid or too alkaline. Everyone instinctively can see a number of dangers that a water too acid in nature could do to an operating plant; yet a water that is too alkaline can give as many troubles and then some. For example, the average

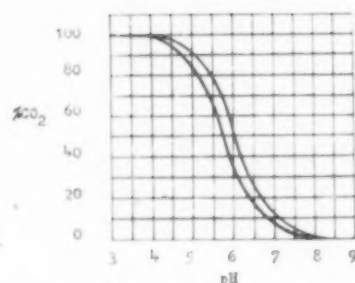


Fig. 2. Percentage CO_2 remaining in solution with rising pH

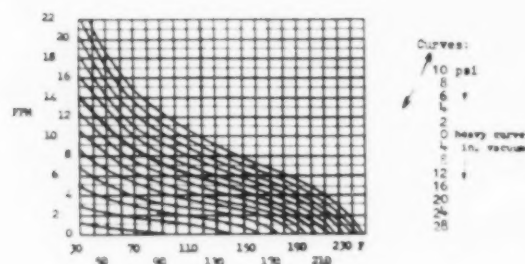


Fig. 3. Oxygen solubility with increasing temperature and pressure

TABLE III. Summer Temperatures of Municipal Water Supplies for Various Cities Using Wells as a Source*

Location	Temperature at main inlet, °F			
	June	July	Aug.	Sept.
Albuquerque, N. M.	72.0	72.0	72.0	72.0
Aurora, Ill.	60.0	60.0	60.0	60.0
Camden, N. J.	58.0	58.0	58.0	58.0
El Paso, Tex.	84.0	85.0	85.0	84.0
Fresno, Calif.	72.0	72.0	72.0	72.0
Houston, Tex.	84.0	84.0	84.0	84.0
Jacksonville, Fla.	84.8	85.3	86.7	82.4
Kalamazoo, Mich.	52.0	52.0	52.0	52.0
Lafayette, Ind.	53.0	53.0	53.0	53.0
Lansing, Mich.	57.5	58.0	59.0	59.0
Lincoln, Neb.	58.0	59.0	59.0	59.0
Lowell, Mass.	50.0	50.0	50.0	50.0
Madison, Wis.	53.0	52.0	52.0	53.0
Marion, Ind.	54.0	54.0	55.0	55.0
Montgomery, Ala.	70.0	70.0	71.0	71.0
Pensacola, Fla.	70.0	70.0	70.0	70.0
Peoria, Ill.	56.0	56.0	56.0	54.0
Pontiac, Mich.	55.0	55.0	55.0	55.0
San Antonio, Tex.	76.0	76.0	76.0	76.0
Sioux Falls, S. D.	55.0	55.0	55.0	55.0

*Data taken from "Surface Water and City Water Temperatures During the Summer," published in *Heating and Ventilating*, January, 1939; and U. S. Department of Commerce publication, "Effect of City Water and Sewerage Facilities on Industrial Markets," April, 1938.

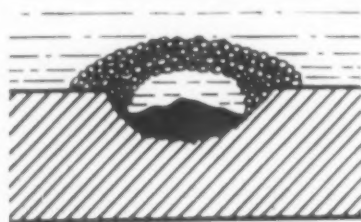


Fig. 4. Pit hole with rust dome and active magnetic iron core

laundryman will tell you immediately that too alkaline a water used in cooking starch will give you a finished fabric that tends to burn brown when you iron it.

Let's look, then, at the crucial points in the travels of water through a drycleaning plant.

Softening

Since most drycleaning plants use city water, our discussion will concentrate on such waters. Large cities usually draw upon reservoirs for their water needs, and the reservoirs are filled by rivers and rain. Fig. 1 shows a map of the United States and indicates how the water can vary from one section of the country to another in just hardness, let alone the other materials of interest.

Hardness, as you undoubtedly realize, has almost everything to do with how much or how strong a soap or detergent solution you must use in your washing operations, or how effective your rinse cycle will be in removal of left-over soap or garment dirt. For this reason you want to pass incoming raw water from the city mains through a softener. This softener for the average drycleaning plant uses either a natural zeolite or a newer synthetic ion-exchange resin for the actual softening job. These materials remove the hardness-making items in the water and leave in their place harmless chemicals. Every so often you have to backwash the softener tanks, or, if you are under contract with a water softening outfit, it will backwash periodically to restore the strength of the softener.

Tables I and II list the common types of exchange materials used in zeolite softeners together with their exchange capacity and other operating

characteristics. Briefly, the various columns in the tables mean this:

Table I, Column 1—for every cubic foot of ion-exchange material you put into a softener tank you can remove in the case of greensand 2,500 to 3,000 grains of hardness. Once you have removed or softened the quantity of water these capacity figures would represent, you would have to recharge or regenerate the working material. Again in the case of greensand, Table I, Column 2 indicates you would have to purify through the bed 0.35 to 0.5 pounds of regenerant (salt in this case) to every 1,000 grains of hardness you had removed.

Referring to Table II, Column 1—you could not pump back a flushing-out water at a rate faster than 9 gallons per square foot of surface of your tank for fear that you would bounce apart the zeolite particles and form gullies or short-cuts through the material. Similarly (Table II, Column 2), the greensand could not recharge itself or drink in the regenerating salt at a rate faster than 2.5 gallons per square foot of surface. Rinse rate and operating rate (Columns 3 and 4 of Table II) set the allowable flow rates for these operations.

Going back to Table I, Columns 3 and 4 set certain requirements on the water entering the softener. If the water has a pH between 6.0 and 8.4 and its temperature runs below 135° F, the greensand will be able to soften it. Table III shows that most city waters reach your plant at a temperature that meets the requirements in Table I.

If you are interested in cost, a second look at Table I should prove interesting. Note that greater exchange capacities can be had with the polystyrene resins at a lower salt consumption than with the greensands. More-

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over, these polystyrene resins can tolerate a wider variation in pH and temperature. The higher softening rates you get with these materials give you, in effect, a greater capacity for the same sized equipment. There are cases reported of as much as a 40 percent increase in softening rate and a tenfold increase in softener capacity by such a switch. The savings in both salt and regenerating labor could pay for the replacement.

Corrosion

A water that has been softened by zeolites or ion-exchange resins, which is the usual case for a drycleaning plant, has lost almost all of its hardness or scale-making ability. This is excellent for boiler service since the addition of treating chemicals such as phosphate will raise the pH enough to make this an ideal steamer. But if it remains a water and is heated only, this can be a corrosive liquid.

If you take this water to a receiving tank or store it in a closed heater or heat exchanger, a sudden swing in temperature will free much of the dissolved oxygen and carbon dioxide gases to go to work as corrosive agents (Figs. 2, 3).

Package boilers frequently come with a receiver tank. This tank, because of the corrosive effects shown in Figs. 2 and 3, should be made to work as an open heater. It must first be adequately vented. Then put in a perforated pipe extending over the bottom of the tank through which steam can be jetted into the water to hold up the water temperature. All such water should be held at a temperature above 200° F.

Corrosion is found to be at its worst in systems where the condensate is returned directly to the boiler. Here there is no chance to free the returns of their redissolved gases. To them are added still more oxygen and carbon dioxide coming in with the fresh makeup water entering the boiler. As a result the gases cycle around the system in increasing strength, bringing serious consequences to the piping and the boiler itself.

The telltale marks of corrosion from oxygen are usually red markings. A small red ring with a black center speck shows the markings of a pinhole. A rust nodule invariably covers this pinhole (Fig. 4). Carbon dioxide, on the other hand, acts in water more like an acid than a gas and spreads its attack over the entire exposed metal. Where this gas is concentrated we have seen grooves cut in the metal

from the accelerated acid attack. Yet amount for amount, oxygen is far more aggressive and can attack iron as much as ten times faster than carbon dioxide. In combination oxygen's attack is quadrupled in effect.

Correctives

Corrosion is but countered with good deaeration of feedwater. To be effective this requires good venting and maintaining the water close to or at boiling temperature. In practice water goes through a heater too fast to allow time for release of the entrained gases so the drycleaner has to rely upon chemicals for protection.

In more sizable plants the water leaving the ion-exchange softener is fed a dilute caustic soda continuously. If the boiler is given a continuous blowdown a trickle from this blowdown can be tapped and fed into the softened water. What you are after is to maintain a pH in the water of at least 8.4 to combat corrosion.

Some plastic paints provide iron with good corrosion protection for hot or cold water. Tar-base paints prove more durable for boiling water. A

newly installed receiving tank should be coated with such paint, likewise a badly pitted boiler drum. Wire-brush the drum down to bare metal first if you want the paint job to last.

Zinc rods are sometimes hung in boiler water to divert oxygen attack on to themselves and away from the iron. The water loses its appetite for the iron as long as the zinc lasts, but there is the chief objection to the use of the rods. The average operator forgets they are there and in a short while they are all eaten up. The boiler iron is then under attack. Prompt replacement is the only answer here.

Amines are widely used chemicals for combatting carbon dioxide corrosion. They are mildly alkaline, vaporize with the steam, leaving behind no sludge or solids in the boiler, and dissolve back into the condensate. In dissolving, the amine combines with carbonic acid to form an inactive soluble product. For oxygen control a filming amine has been developed. When it moves over into the condensate it lays down a film material that clings and covers the inside of pipes. Protection is said to be somewhat better than 70 percent. # #

IMPROVED PRODUCTION—Continued from page 32

Consumer satisfaction

In the drycleaning and laundry industry, steady customers are nearly the only measure of satisfactory plant performance. It can be seen by referring to the chart representing consumer satisfaction (Fig. 7) that the percent of "repeat" customers has increased since the installation of the piecework plan. This indicates that a higher degree of quality and speedier service are now available.

These two factors are determining criteria for increased Power sales. It is through increased production and increased quality control that speedier service and better quality can be accomplished. The absence of either factor can be a deterrent in assuring a high degree of consumer satisfaction. Power management feels that up-to-date, modern, farsighted policy making has increased the degree of consumer satisfaction considerably. This increase has had and will have an upward effect on profits in the long run.

Profits

The most important results, profit-wise, of the piecework plan are twofold. First, over-all profit margins could increase by 12 percent or more

depending upon the degree of cost savings which Power Cleaner finally attains. It is obvious that since costs decrease by 12 percent, profits could increase by the same proportion. This, of course, is true assuming that a portion of the 12 percent or the entire 12 percent is not put to another use, such as advertising, etc. Second, in absolute terms, profits should increase provided Power management is able to gain a larger volume of business to any point which approaches full capacity.

Thus, the increase in capacity resulting from the piecework plan can, if volume permits, have the effect of increased production, which will result in increased profits due to the nature of the piecework plan and the effect it has on the percentage involved when considering relative cost reduction. The 12 percent cost reduction figure can increase with increased volume when dealing with unit costs of this nature; more volume will result in a decrease in each unit's individual production costs, up to a certain point.

All in all, it can be said that through efficiencies found, as a result of the piecework wage plan, profits are at an all-time high for this particular business and appear to be growing steadily. # #

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AMSCO quality-controlled dry-cleaning solvents get clothes really clean, without leaving a pungent after-odor. That means more steady, satisfied customers—a bigger business—for you.

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CHAPTER SIX



Fig. 1. First step is to take shirt off post by grasping shoulders



Fig. 2. Collar block is depressed by stepping on foot pedal of semi-automatic side-fold table

THE DRYCLEANER and Shirt Laundering

Job description of shirt folding

ONCE AGAIN, the choice of equipment is varied, as it is all through the shirt finishing department. There are automatic and semi-automatic folders. There are manual folders. There are front- and side-folding tables. The higher priced equipment will produce more. Advice from your allied tradesman will help you make the wisest selection. Whether you use a front or side fold is optional, although a front-fold machine takes up less space.

The basic purpose of the folding table is to distribute the fabric evenly, with as few creases as possible. But the equipment has another important function. There are many variations in packaging, and they all begin at the folding table. Tables can be equipped with lay-down or stand-up collar blocks. Lay-down collars lie flat and

can be packaged easily and economically. They take up less space in the customer's dresser drawer.

Packaging starts here

With this type of fold, shirt cardboard can be eliminated, or replaced with paper or tissue. It gives a soft effect that many customers prefer. Many plants will use an outer cardboard shell or boxes to provide greater protection. But more of packaging later. We only mention it briefly, since packaging starts at the folding table.

It is in this step of processing that all the flaws of previous finishing stand out. If the collar has not been properly arched, or the buttonhole strip was stretched more than necessary on the press, it will show up.

The finishers can add to the folder's burdens or lessen them.

Good folding techniques specify that only one button—the collar—be buttoned. Some plants button two or even three buttons. This is done to keep the shirt from gapping open, or to make it easier for the operator to align the button strip with the buttons. But it means the customer must unbutton it, put on the shirt and then rebutton it. In this way the shirt buttons and buttonholes are handled three times. It's a nuisance for the customer and helps to rumple the shirt front. If the man wears a bow tie it shows when the front has been broken down by excess handling. Since the customer pays the bill, let's please him instead of appeasing the operator.

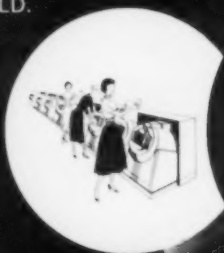
Continued on page 42

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Continued from page 40

If the operator finds that the shirt gaps open or that buttons show, she should overlap the front of the shirt 2 or 3 inches more than normal until she gets used to the operation. The new girl can overcome this problem within a day or two. It's just a matter of getting used to it.

Following are the job breakdowns on the various types of folding tables:

Job Breakdown: I Semi-Automatic Side-Fold Table

IMPORTANT STEPS and KEY POINTS

1. Lay the shirt on the table.
 - a. Grasp the shirt by the shoulders (Fig. 1) and let the hands slide down the sleeves a few inches. This is done so that when the shirt is drawn over the folding table, it is spread out and needs little or no straightening.
 - b. Step on the pedal with the right foot (Fig. 2). This will depress the collar block. Placing the collar over the block, hold the palm of your hand over the collar and release the pedal. It will expand and hold the collar in place.
2. Set shirt up for fold.
 - a. With the left hand raise the tail of the shirt (Fig. 3), and with the right hand, center the buttonhole strip down the middle of the guide light. Now place the button strip on top of it.
 - b. Bring the left hand down with a quick motion so as to create a breeze that will help to keep your shirt free from wrinkles.
 - c. At the same time you are bring-

ing your hand down, turn it so you will make a pleat in the back of the shirt (Fig. 4), leaving the sides of the shirt smooth. There should be no material to bunch up at the sides.

d. If a shirtboard is to be used, you will now insert it into the folding blade with your left hand.

If this is a French-cuff shirt, at this time the sleeves are drawn straight across the back of the shirt, dropping the French cuff flat and underneath the sleeve (Fig. 5). For a short-sleeve shirt, some folding tables have a clamp on the folding arms, underneath which you place the ends of the sleeves. This will hold the sleeves in place while the arms fold the shirt.

e. Press starting button.

3. Fold up the tail.
 - a. Fold up the end of the tail to the tail-band mark.
 - b. Hold the left hand inside of the shirt at the end of the folding blade, to keep the shirt from bunching up when the tail is folded all the way. Bring the fold up almost even with the shoulders of the shirt (Fig. 6).
4. Attach shirtband.
 - a. With both hands take each end of the shirtband and wrap it around the shirt, fastening it at the back (Fig. 7).
5. Remove shirt.
 - a. Step on the pedal with the right foot. This will bring the folded shirt up at an angle (it will also depress the collar block) where a plastic bag may be placed over the shirt very easily if one is to be used.
 - b. With the right hand grasp the shirt by the end, and in the center. The folding blade has a cut-out here,

and when you take hold of the shirt at that area, you will be grasping the shirt—not the folding blade. Lay it on the table, facing you. If a collar protector is to be used this is the time to insert it.

An operator may be taught to insert the collar protector while the shirt is still on the folding blade. Then when the plastic bag is applied, it can be pulled completely over the shirt.

If a shirt rack is put beside the folding table, the folder will be able to sort as she folds.

Job Breakdown: II Front-Fold Automatic

In a two-girl unit the folder also operates the sleeve press. Therefore, in order to take advantage of an automatic folding table, as soon as the shirt is set up and she presses the starter button, she leaves the table and goes immediately to the sleeve press.

No matter what kind of folding table you are using, the first steps are the same. That is—you always grasp the shirt by the sleeves a few inches down from the shoulders and place it over the table.

As the operator places the shirt over the collar block, she will press a small lever with her right index finger to expand the collar block. It is located just to the right of the expanding block. There is no starting button for this table. When the operator has the shirt laid out, she will push the folding blade down on to the shirt and this will start the table in motion. A metal bar which is under the metal shield in front will go forward, taking the tail with it, and return to the starting position, leaving the tail folded.

Continued on page 44



Proper collar buttoning is an integral part of preparing the shirt for good folding. The pictures and captions above tell how this is done.

Left: Shirt is grasped at collar ends. Operator has held collar band between the thumb and second finger, and has



turned the collar by putting pressure at the collar points with the index finger.

Center: Operator shapes the collar next on the buttoner post. She is pulling the collar toward her and applying slight pressure to form it properly. This post is wooden, but some are metal and are



heated. The procedure is the same.

Right: Next operation is to button the collar button. At no time did the operator lift the collar points. This would tend to break the collar, especially if it were starched. This girl also inspects the garment for repairs and quality.

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Fig. 3. Left hand is used to raise tail of shirt



Fig. 4. Note position of hands to form pleat in back of shirt



Fig. 5. French cuffs are dropped flat and underneath the sleeve



Fig. 6. Tail fold is brought up almost even with shoulders of the shirt

Continued from page 42
Next, the folding arms go into action and the shirt is completely folded.

Some of the features of this table are:

1. The small square of perforated holes in the top panel is the guide light. The buttonhole strip must be placed in the center of this light.

2. The black knob to the left of this square will stop the machine after it has folded up the tail, thus allowing the operator to fold the short sleeve or French cuffs by hand. When she has them in place she will pull the knob forward and the table will continue to fold the shirt. After this the operator will put on the shirtband, step on the pedal to the right, and the shirt will come up to an angle position. The girl can now slide a plastic bag over the shirt easily.

3. In setting up the shirt, the sleeves must be back of the guide arms so when the sleeves are folded over they will go straight across—and not at an angle. The band well has three strips of wood in it, which are adjustable to make way for any size shirtband. The rack on top is used for supplies—boards, bags, bands or collar protectors.

This is considered a high-speed table. The same model in semi-automatic works

the same way but has no tail bar. The tail is folded by hand *after* the table has folded in the sides.

Job Breakdown: III Manual Fold Table

IMPORTANT STEPS and KEY POINTS

1. Lay shirt on table.

a. Grasp the shirt by the shoulder and let the hands slip down the sleeve a few inches. This is done so that when the shirt is spread over the folding table, it will not be necessary to straighten it out.

b. As you step up to the table your right foot should be forward to step on the pedal that will depress the collar block.

c. As the shirt is spread over the table, the collar is put over the block.

d. Hold the palm of one hand over the collar, making sure it is all the way down on the block. Now release the pedal. This will expand the collar block and hold the shirt in place. With the other hand insert the shirtboard into the folding blade.

2. Set up shirt for fold.

a. With the left hand raise the tail of the shirt; with the right hand center the buttonhole strip down the middle

of the guide light, and place the button strip on top of it.

b. Bring the left hand down with a quick motion so as to create a breeze which will help to keep your shirt free from wrinkles.

c. As you bring your hand down, turn it so you will make a pleat in the back of the shirt, leaving the sides of the shirt smooth.

Note: If this is a French cuff or a short-sleeve shirt, a little care must be taken at this point. For French cuffs lay the sleeves, one at a time, straight across the back of the shirt, letting the French cuff fall flat underneath the sleeve. Make sure the cuffs—French or barrel—are either on the folding table or off it. If they are partially on, when the rest of the shirt is folded the cuffs will be bent.

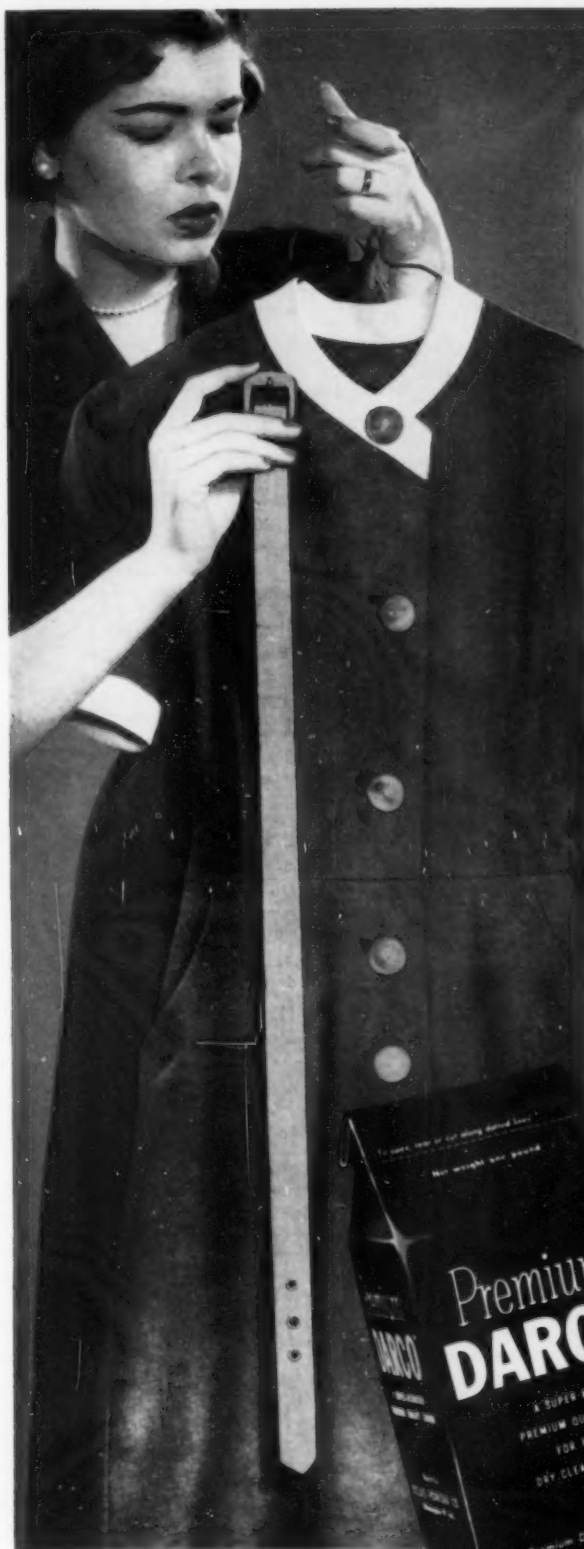
d. With your right hand, bring the folding blade down.

e. Bring the right sleeve over and across the folding blade, pulling it slightly with the left hand—and holding the right shoulder with the right hand.

f. Bring the left sleeve over and across the folding blade, pulling it slightly with the right hand—and hold the left shoulder with the left hand.

g. Fold over the right shoulder.

Continued on page 46



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SHIRTS—

Continued from page 44



Fig. 7. Shirt bands are fastened at the back of the shirt

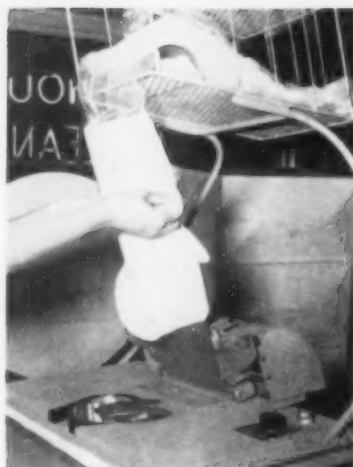
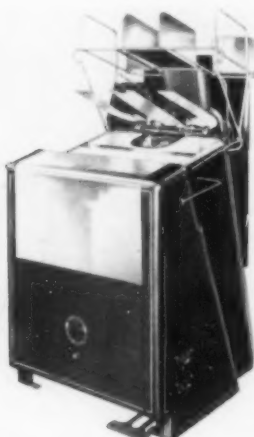


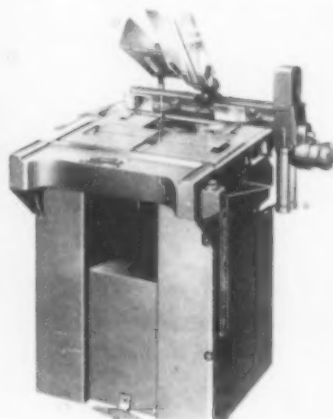
Fig. 8. After folding the shirt is raised in vertical position for packaging



This two-position folder can be converted to either a front fold or side fold in a matter of seconds



A typical front-fold automatic machine. Collar blocks can be supplied to furnish semi-flat collar



Front Fold—Fully Automatic

This is a fully automatic pulpit type or front fold. The shirt would be laid on this table much the same as on the others. This collar block would be operated by the foot pedal. It has sleeve guides on the sides, and French-cuff holders. It may be stopped after the tail has gone into place to allow the operator to place the short sleeve, or French cuffs, into position. The starter button is on the right at table-top level. It has a storage space—top left—for shirtboards and bags, and space underneath for additional supplies. This also is a high-production table.

- h. Fold over the left shoulder.
- i. Pull down hold clamp at the top of folding blade.
- j. Tuck the right tail under the left tail.
- k. Fold up the tail about 6 inches, then fold up the rest of the tail, bringing the fold up to the shoulders.
- l. Place band on shirt.
- m. Step on pedal and raise completed shirt to a stand-up position. Release pedal.
- n. Place collar protector in shirt.
- o. Draw plastic bag over shirt.
- p. Remove shirt from folding blade and place in rack.

Job Breakdown: IV Front-Fold Manual Table With Folding Arms

This table may be converted in 15 seconds to either a side or front fold.

Since this table is manually operated—after the shirt board is inserted the folding blade is brought down, bringing with it the folding arms. This table has manually operated folding arms attached to the folding blade.

If the shirt has French cuffs or short sleeves, the sleeves are placed across the blade by hand.

IMPORTANT STEPS and KEY POINTS

1. Fold sides of shirt.

a. With the left hand bring the left folding arm over and lock it in place. As you bring the arm over you will notice an arm will come down to keep the sleeve from wrinkling. This is called a hold-down finger.

b. With the right hand bring the right folding arm over and lock in place.

2. Fold tail.

a. Put the left tail under the right tail.

b. Bring the tail of the shirt up and on top of the folding blade, keeping the left hand inside to keep the shirt smooth.

c. As you lay the tail down, fold the end under about 6 inches, giving a neat, smooth appearance to the back of the shirt.

3. Place band and bag on shirt.

a. With both hands, attach band around shirt.

b. Step on pedal and raise the folded shirt to a stand-up position (Fig. 8).

c. With both hands, take plastic bag and slip it down over the folded shirt.

4. Remove shirt.

a. The shirt is removed by grasping the end of the shirt at the button-hole strip. At this area, the folding blade is cut out and it will allow you to remove the shirt easily, since you will be taking hold of the shirt itself, and not the folding blade. # #

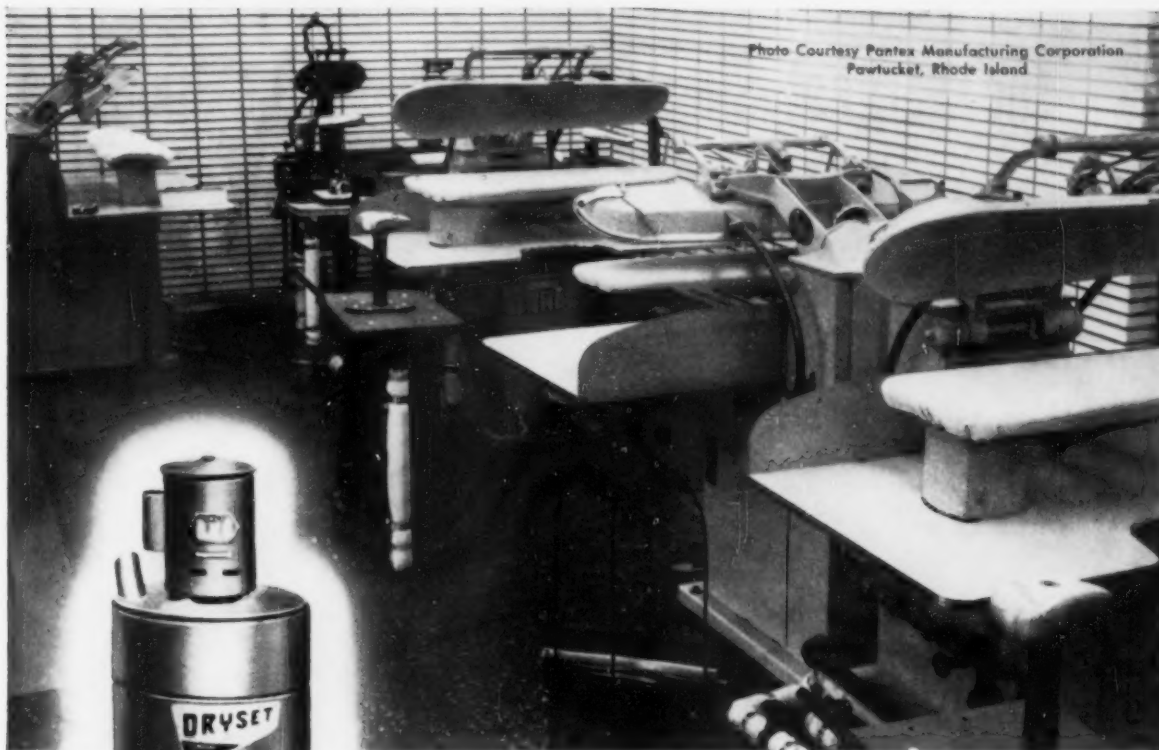


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QUESTIONS and ANSWERS

Correcting Heat Wrinkles

What has caused the wrinkled condition of this homemade dress after dry-cleaning? The customer claims it was not well-pressed, but we have tried everything. Can this material be washed in water?—O.D.C., Saskatchewan, Canada

This wrinkled condition is not unusual and in most cases is due to the presence of sizing in the fabric or to synthetic yarns which make up the fabric. Resin sizings used on fabrics will often cause wrinkles that ordinary finishing methods will not overcome. These are usually heat wrinkles which can sometimes be corrected by using a hot-head press and exposing the fabric to higher temperatures than normal under prolonged pressure.

Some synthetic fibers, particularly Orlon and Dacron, are more sensitive to heat and fusing and will also take on permanent wrinkles if exposed to high heat over a period of time. In this case the dress appears to be made of Orlon.

Give this garment a light dry-side sizing. In finishing the garment use a hot-head if possible, and on each lay allow the press head to remain down on the fabric for several seconds. Added heat and pressure will sometimes overcome the wrinkles and the sizing may be of value.

This fabric can be wetcleaned satisfactorily but it is doubtful whether such processing will help the wrinkles. Also, there are several small holes near the shoulder seams which would probably be enlarged by any wet process.

Redeposition of Soil

This pink sweater was cleaned last July in Stoddard solvent without detergent or moisture. Upon delivery this fall it was returned with the complaint that it had lost most of its color.—E. D., South Carolina

The change in color was caused by redeposition of soil. By using a neutral lubricant I was able to flush some of this redeposited soil from the wool yarns. The color in this area has brightened noticeably.

Redeposition of soil can be caused by many factors in cleaning, the most notable of which is probably improper filtration. Unless the soil is quickly removed from the washer, redeposition is very likely to occur. Too small a filter or high pressure on an adequate

filter will contribute to this problem. Running a load on "batch" is also frowned upon because then soil is not being removed from the washer but is confined to the cylinder with the clothes.

Soak this sweater in a bath of solvent and detergent (about 10 percent concentration). After several hours rinse in the drycleaning washer (3

to 5 minutes) or by hand, extract and dry. Then place to soak in a water bath to which has been added a neutral lubricant for about an hour, working with the hands occasionally. A little ammonia could be added in the last 15 minutes. Rinse well. If ammonia has been used, follow the rinse with a sour bath, extract and air-dry or dry in the drying cabinet.

NEW MASTER-MATIC FOR 1960

**CLEANS
FILTERS, TUBES
OR SCREENS
IN MINUTES
WITHOUT MUSS**



Master Manufacturing Company . . . successor to Master Manufacturing Corporation . . . introduces an all new 1960 MASTER-MATIC, designed to give maximum performance in your "perc" reclaiming and filter cleaning operation. New SCREEN DESIGN gives increased flow . . . longer life . . . better filter cleaning and reclaiming . . . easier handling than ever before!

- TRANSFERS MUCK FROM FILTER
- RECLAIMS ALL "PERC" FROM MUCK
- CLEANS SCREENS, TUBES AND BAGS FROM MOST ALL FILTERS

MASTER
MANUFACTURING CO.
SIOUX CITY, IOWA

SEE YOUR LOCAL DISTRIBUTOR

MAIL COUPON
TODAY FOR COMPLETE
INFORMATION!

MASTER MANUFACTURING CO.
121 Main Street, Sioux City 2, Iowa

Please send complete information on the
1960 MASTER-MATIC and name of nearest distributor.

Name _____
Address _____
City _____ State _____
Company _____



Men's shirts and socks, among other items, occupy prominent shelf space in call office



Above: **Window display** in call office features men's suits and jackets. Showcase carries assortment of women's costume jewelry and compacts. Below: **Ready-to-wear** garments for both sexes may be found on metal racks. Owner Larry Bontempo, with tailoring background, does alterations

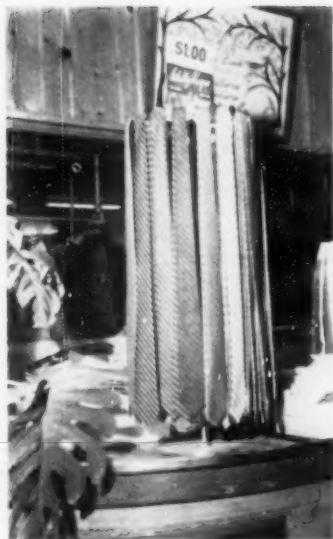


B & V Goes

All Out For Sidelines . . . runs gamut from shirts and coin-op laundry to haberdashery, jewelry and clothing



Shirt laundering is handled in twin-compartmented 36-pound washer (left) and finished at 2-girl shirt unit (center). At right: **Drive-in plant** is located on main artery through Mountain Lakes, New Jersey, serving wide surrounding area. Most volume is over the counter



Tie display graces top of call counter

By JERRY WHITMAN



ASK LARRY BONTEMPO of B & V Laundry-Cleaners, Mountain Lakes, New Jersey, what business he's in and he may very likely hesitate before he answers. Although drycleaning is his principal source of revenue, Mr. Bontempo has a number of other irons in the fire that add up to mighty profitable sideline incomes.

His shirt operation is probably the least unusual of his enterprises, although he probably does as well at this as any other drycleaner his size. With an average weekly volume of better than 2,000 shirts, priced at 25 cents for dress shirts, 40 cents for sport shirts and a half dollar for tuxedo shirts, this service is, comparatively, one of the best money-makers at B & V.

What's more, the shirt volume comes in without any special promotional or advertising effort. Larry's customers apparently appreciate the convenience of a one-stop drycleaner-shirt launderer and his volume in shirts has climbed steadily since he introduced the service some five years ago.

Three employees are involved in the shirt operation. One handles the washing in a square-shaped, top-loading unit with twin washing compartments. Each compartment is capable of handling from 20 to 22 shirts at a time and the unit has a combined capacity of 36 pounds. It provides sufficient volume to stay ahead of the productivity of the 2-girl shirt finishing unit.

Even though it does extremely well on its own, Mr. Bontempo feels that his shirt laundering service has helped increase drycleaning volume during the past few years. Customers like the fast quality service as well as the convenience of having both needs handled at one point.

Another not so unusual sideline for a drycleaner is the coin-operated laundry. Mr. Bontempo opened this past spring in nearby Boonton. It is equipped with twenty 10-pound washers and six driers. The store also

serves as a pickup station for garments and shirts that are fed back to the main plant in Mountain Lakes.

Actually, this store is the second branch maintained in Boonton. Mr. Bontempo still operates his original store in that town that he began with in 1947 although it is now a feeder outlet. The main plant in Mountain Lakes was opened two years later, in 1949.

And talk about sidelines, Mr. Bontempo operates a fairly complete haberdashery business at the main-plant call office, catering to both men and women. His ready-to-wear stock includes men's suits and sports attire, women's coats, toppers and costume jewelry, men's shirts—dress and sport, ties, socks and other assorted paraphernalia. The ties are displayed on the counter, while the remainder of the inventory is set up at the opposite end of the commodious call office.

One of the windows of the drive-in plant is utilized for clothing displays. Where the ready-to-wear garments require alterations Mr. Bontempo's original calling as a tailor stands him in good stead.

He has maintained this retail sideline since 1954 and, when asked how well he does at it financially, Mr. Bontempo said: "I buy a new Cadillac every year. Does that answer your question?" Indeed it does.

Most of B & V's drycleaning volume is over the counter. The location of the drive-in on a main highway in Mountain Lakes is well situated to serve a large surrounding area. One truck is maintained for customers who want pickup-and-delivery service. The truck takes care of some 80 pickups twice a week on a regular basis, in addition to handling telephone pickup calls from customers who can't get away from home for one reason or another.

A mighty versatile business is B & V and, from what we've seen, we would say Larry Bontempo has a good thing going for himself. # #



Lowest priced of the leading light*

NEW FORD TRUCKS

- **Certified gas savings!**
- **Certified durability!**
- **Certified reliability!**
- **Certified lowest prices!**

You save from the *start* . . . Ford light- and medium-duty trucks are lowest priced of the leading makes. And your savings continue. That's because Ford's economy is *certified*, backed by intensive tests by America's leading independent automotive ex-

perts.† Just look what's in Certified Economy . . . and what's in it for you:

Certified gas savings—to keep running costs low! Tests confirm the gas savings of Ford's 1960 6-cylinder engine . . . the same engine that beat every competitive six in Economy Showdown U.S.A.

Certified durability—to take the toughest jobs you've got! Tests showed, for example, that Ford's new half-ton frame is 23 percent more rigid . . . that new two-tonner brakes have 20 percent longer lining life!

Certified reliability—to keep your truck out of the shop and on the go! Such key truck components as wiring assemblies were tested time and time again—



Above: 1960 Ford F-600 Van, F-100 Styleside Pickup and C-800 Tilt Cab bring you the best of the new — new smoother acting brakes, new huskier axles, new higher payloads, new riding comfort

and medium trucks!

FOR '60 with Certified Economy

proved to have more than three times the reliability of other assemblies.

The certified results of all the tests are in the "Certified Economy Book" at your Ford Dealer's. Be sure to see it soon . . . be sure to see the new Ford Trucks . . . be sure to see the lowest priced 1960 models . . . and you'll be sure to save!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation, conditioning, destination charges.

*Name available on request. Send inquiry to P.O. Box 2687, Ford Division, Ford Motor Company, Detroit 31, Michigan.

FORD TRUCKS COST LESS

Less to buy . . . less to run . . . built to last longer, too!



Empire Statesmen who will head up the organization during its 51st year, left to right, Executive Secretary Jack Leahy, President William Eisenhardt, Vice-President Rolfe Scofield and Treasurer Karl Wilke

New York Celebrates Golden Jubilee

THE FIFTIETH convention of the New York State Launderers and Cleaners Association was a gala affair loaded with information and fun for all.

Some 185 persons turned out to commemorate the occasion during the three-day meeting at Scaroon Manor, Schraon Lake, September 24-27.

In keeping with the occasion, Morris Landau of Cummings-Landau, representing the Laundry and Cleaners Allied Trades Association, opened the program by extending congratulations to the association on its many years of service to the industry.

Backward and forward look

Later, Arthur Schuelke and Henry Mozdzer, editors of *NATIONAL CLEANER & DYER* and *Starchroom Laundry Journal*, respectively, traced the history of the industries concluding with a look into the future.

But the program wasn't all devoted to reminiscing. There was lots of practical, up-to-date information to be had, too.

Plantowners' panel

Norbert J. Berg, former general manager of the National Institute of Drycleaning and now with Staub Cleaners, Rochester, moderated the

plantowners' panel on current industry developments.

Coin-ops: Rolfe Scofield, Jr., Crescent-Puritan Laundry, Rochester, told of his personal experiences with two installations. He prefers neighborhood locations as opposed to shopping-center sites. And suggests being wholly within a racial district rather than on the borderline between two districts. He felt that cleanliness and keeping equipment in good repair were most important.

Box storage: Arnold J. Smith, Robinson and Smith, Gloversville, explained garment storage as promoted by his plant. The firm recently switched to a hamper-type box with good results. The charge is \$4.95 for the first box and \$3 for the second. All work is processed within three days of receipt and the customer is billed immediately. This gives the customer the opportunity to arrange weekly or monthly payments since the cleaning charges average \$20 per box. The route salesmen get 50 cents per box and \$1 for each one over last year's quota.

Shirt rental: Moses Abrahams, State Laundry, Hempstead, described his company's shirt program whereby a customer can rent shirts and have them washed and maintained at a cost

of 35 cents per week per shirt. The shirts are said to last at least 40 washings. State used to require a \$10 deposit to start this service but this has since been dropped for home pickup-and-delivery. The customer simply signs a shirt rental order which he can terminate at the end of six months by buying the shirts at \$3 each. A customer can also stop service during the summer by returning the shirts and agreeing to send the plant his sport shirts. At the present time the customers rent shirts as follows:

- 25 percent order 4 shirts
- 50 percent order 5 shirts
- 23 percent order 6 shirts
- 2 percent order 7 or more

During the course of a year about 4 percent of the shirt rental orders are terminated as a result of moving and death. The route salesmen get the regular commission on rental business.

Charge accounts: William Ritchie, Islip Laundry, Islip, cited the advantages of charge account selling.

George Isaacson, general manager, American Institute of Laundering, gave a detailed analysis of the industry, showing how some of the unfavorable aspects of the business were being offset by diversification, increased store outlets, coin-ops, climbing shirt volume, etc. The general economic trends, such as increased population, the teen-age market, working wives, rising standards of living, more research, also pointed the way to a brighter, more profitable future.

Other speakers during the first day's session included Robert A. Jones of the New York Telephone Company, on how to get the most out of a phone.

William T. Cruse, executive vice-president, Society of the Plastics Industry, told and showed the members what the society is doing to educate the public in the wake of the recent plastic-bag panic.

The members also heard plans for a regional advertising idea proposed by the National Institute of Drycleaning which would result in the appearance of a two-page ad in the *Saturday Evening Post* next February.

New officers

William C. Eisenhardt of Octagon Laundry, Ridgewood, was elected president of the association, succeeding Paul J. Rickett, Sr., of Rickett's, Inc., Ballston Spa. Rolfe Scofield, Jr., was elected vice-president, and Karl M. F. Wilke, Wilke Laundry, Albany, treasurer. John H. Leahy remains as executive secretary.—Henry Mozdzer

Sales Promotion Calendar 1960

Exclusive!
ANOTHER
"FIRST"
in National

Here is your sixth annual sales calendar.

It couldn't come at a more appropriate time as we enter the Sizzling Sixties. The opportunities for growth in your plant were never better.

The teen-age market is exploding. We will add some 19 million in that age bracket by 1965! And 50 percent of the girls in this group marry within the first year after they leave high school, another 25 percent the second year.

This is one basic reason why much of the promotion calendar is directed to the youth of this country. They are our future—right now!

There is no end in sight, either. We are growing at the rate of 240,000 people a month!

But this burgeoning population and economic growth, the incredible scientific advances during our lifetime, do not mean our individual futures are secure. The future belongs to those who can adjust to the supersonic space age. History is full of records of individuals, firms and industries that failed to keep pace.

One of the ways we can avoid this is by preplanning. In this case a predetermined advertising and promotion campaign can help keep our industry strong. That is the sole purpose of this sales calendar; to help you grow.

JANUARY

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Be an expert

Motivation research by the National Institute of Drycleaning says that's the impression we should give. Conduct plant tours now to show your customers and prospects the equipment and skills our craft requires.

March of Dimes Month

Here's an excellent way to show your customers your interest in their community. Push the campaign in your advertising. Participation by 100 percent of your employees in aiding an important cause may gain you good publicity.

Furlike fabrics

The synthetic furs are more popular than ever this year, even in men's jackets. They have had many weeks wear by now and are ready for cleaning. Get your fair share of this lucrative market.

FEBRUARY

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Festive occasion (14)

St. Valentine's Day is party time—an opportunity to push for party clothes and formal rental, if you offer that money-making sideline. Direct your ads to the teen-agers, especially.

National Convention (22-23)

Make sure your budget for 1960 provides enough funds for you to come to Chicago for the annual NID event and the exhibit show. Most community papers will carry an item to let your customers know you are traveling there to keep abreast of industry developments.



Money substitute

In the midst of the slack winter period, funds for advertising are scarce . . . but it's important to keep your name before the public. Arrange for a series of lectures to the home economics classes in your local high schools. It will help cultivate the teen-age market and it doesn't require a great deal of money.

JUNE

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School's out

The social season for students is in full swing, just before vacation time. Plug for tuxedos and formal gowns as well as graduation gowns. Undergraduates at universities and colleges may be glad to store their regular garments with you, rather than transport them back home.

Sales Promotion Calendar 1960

Continued

JULY

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Happy holidays

Summer is in full swing. Concentrate your ads on casual wear, sport shirts. Stress drycleaning of garments just before the big holiday, the Fourth. Follow up on that wash-and-wear business. Be sure to talk about your wonderful garment sizing for that like-new look.



Look ahead

A check of your volume will show how effective your promotion efforts have been to date. Now is the time to increase that ad budget or turn your funds in other directions. Have you provided for a direct-mail campaign, bundle stuffers and button tags? These are excellent supplements to your standard program.

Off-season promotion

Ever think of a blanket promotion at this time of year? Try it and be surprised. A lot of people take blankets along to summer cottages and camps. It's a good time, too, to promote specials on specialty items such as ties or drapes.

AUGUST

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Back to school

Mothers will be preparing children's wardrobes the latter part of this month. Go after sweaters, slacks and skirts. Kids' rainwear needs water repellency and there are leather goods that need cleaning now. Offer free book covers as a goodwill gesture.



Cotton sizing

This one bears repetition. The wash-and-wear manufacturers have been brain-washing your customers all summer and only your ads can combat this. And remember, not all your customers are at the beach or mountains now. Statistics prove only 10 percent of your customers are away at any one time. Let the other 90 percent know you are still around to handle their garment maintenance.

Public relations

Offer to clean the local high school's football uniforms free or at cost. The same goes for church choir robes or band uniforms. Try to sponsor a local bowling team. Many firms have gained invaluable publicity by lending their route trucks to haul band instruments or athletic gear.

Pillow cleaning

Renovation of pillows is one of the little-tapped sidelines in our industry. Initial investment for equipment is small; yet it can add hundreds of dollars to your over-all volume and profit.

SEPTEMBER

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Summer garment storage

If you store winter garments, these will soon be taken out of your vault, leaving it empty. Offer your customers the advantage of emptying their closets of their summer wear and sending it to you. It's an accommodation to them — and yourself, too. Spots are easier to remove before they've set all winter in a warm closet.

Shirts

Now that the casual-wear season is about over, it's time for a promotion on men's dress shirts. A special can build up your fall volume. Check your quality, however, and make certain your present crew is properly trained before you push this important sideline. Investigate the possibilities of going into shirt rental. This service is a tried and proven money-maker.



Labor Day (5)

The last big holiday of the summer calls for visits back home, parties and outdoor get-togethers. Advertise before and after the event for those party and casual clothes. If your community has a parade on this holiday, an entry by your firm can add to your prestige.

Reweaving

Here is a wanted sideline that requires no investment in capital equipment. There are many fine firms that will do this work for you. A few dollars in advertising can pay off big.

OCTOBER

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NOVEMBER

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DECEMBER

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Goblin time (31)

Hallowe'en lends itself to all sorts of promotion possibilities. Many merchants participate in a community effort to divert the youngsters by sponsoring a store-window-painting contest. Colorful window displays add to the festive air of the occasion. Give the small fry masks or candy free. They'll love you for it.



Hunting season

Outdoor wear should be advertised at this time. Cleaning and water-repellent treatment of jackets, trousers and outdoor gear can add to your revenue. Bedrolls and blankets are easy to handle and offer a good profit.

Fall cleaning

Spend a sizable portion of your budget at this time for those household items. Rugs, drapes, bedspreads and upholstered furniture can boost your profits. Don't overlook the possibilities of cleaning work from churches, schools and theaters on similar items. Flameproofing adds to the final cleaning figure and establishes you as a plant that offers complete service.

Sidelines

Dyework and leather cleaning are profitable prestige builders. Farm this work out if necessary.

Special promotions

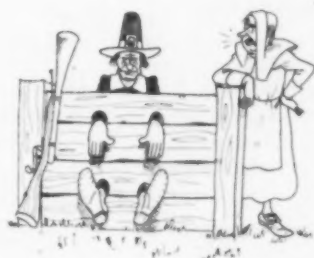
A good one at this time is a series of plant visitations. People are still drycleaning-conscious and they will be receptive to your invitation. Arrange this through church and service club groups, offering 50 cents a head for everyone who attends. But be sure your house is in order before the events take place.

Hat cleaning

There has been a revival of hat renovation, once almost a lost art. Many of the bigger plants that abandoned it years ago are finding an excellent source of revenue here. This is a good time to promote it.

Thanksgiving Day (24)

This one is obvious for party clothes. Get them before the big occasion and then follow up to get rid of the turkey stains after. Such garments are a natural for your deluxe service for added revenue.



Home economics

Offer to conduct plant tours for students. Make yourself available to lecture classes on clothes care; how to select proper, serviceable fabrics. (We will be glad to send you a list of materials that will make your lecturing job easier.)

Santa Claus time

One of the best ways to win customers' goodwill is through their children. A giveaway contest of bicycles, dolls, trains and similar items on display throughout the month can do wonders. Check to make sure your state doesn't have restrictive lottery laws.



Formals

Here's still another chance to get formals into the plant. Everyone is entertaining and wearing finery. These garments provide the extra revenue you need. Push that deluxe service. Create the proper atmosphere with attractive window displays, conveying the holiday spirit.

Outdoor sports

Skating and skiing apparel needs attention at this time of the year. And leather work is a lucrative sideline. If you aren't equipped to do this in your own plant, many reputable wholesale firms specialize in this service and produce excellent work with a good margin of profit for you.

Shoe repair

If you aren't equipped to offer this service in your own plant, arrange to have this done by an outside source. It will help establish you as a plant that offers a complete service, at little cost but high profit.

MARCH

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Red Cross Month

Worth-while drives need all the support they can get. Organize your local cleaners to become fundraisers as a public relations builder. Carry posters in your windows and on your counters. Your local chapter will be glad to cooperate.

Hooray for the Irish (17)

St. Patrick's Day comes around March 17. A few radio spot announcements offering to clean solid green garments free will produce great results. Free shamrocks or green carnations work well, too.

Get ready

The Easter season comes nearly three weeks later this year (April 17). This will bring it close to the normal spring rush. Prepare your customers by starting your advertising the latter part of this month. Suggest they send their garments in early to avoid disappointment.



APRIL

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Spring formals

Party season is back. Once again promote cleaning of formal wear. Hold a style show of drycleaned gowns. Promote a Queen of May contest at your local schools. This one always pays off in free newspaper publicity.

Storage season

Push now for both fur storage and box storage in all your advertising. Each year sees box-storage volume growing for plants that offer this profitable sideline. Start a sales contest for your route salesmen and counter girls.



Housecleaning time

Now's the time to go all out on promotion of drapes, slipcovers and rugs. The time to promote heavily is when the housewife is in the proper mood to buy these important sideline services. It's also time to get those heavy winter garments cleaned before putting away.

Flag Day (14)

The free cleaning of flags promoted the last several years by NID for all cleaners has become an institution. This patriotic gesture can't help but build goodwill for your firm.

Wash-and-wear

Overcome the summer doldrums

MAY

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Be prepared

Wedding bells will be ringing everywhere next month. Offer brides suggestions for the purchase of their gowns. And let them know you're prepared to clean and pack these treasured garments after the ceremony. Newlyweds are your best potential for added business.

Mother's Day (8)

We'd be in sad shape without mothers' patronage. A good way to show appreciation is to run a contest for "Mother of the Year" in your community. Have your ads remind the family to spruce up for dinner out this important day.

Sideline promotion

Spring rains have raised havoc with rainwear—go after water-repellent work. Another good item for added profits is mothproofing. Tell about these two services in all your advertising. And merchandise sizing, storage, dyeing and leather work. Strike while the iron is hot.



by pushing sizing of cottons and other fabrics. Stress the ease of care you can offer. Smart cleaners haven't tried to beat the wash-and-wear trend; they ride on the coat-tails of garment manufacturers' advertising. Advertising now will boost your summer volume.

Continued on back



Spotless

The real test of a solvent is its performance on your difficult pieces. PerSec[®] excels in this respect. Time after time, deep-soiled whites and light pastels come from your tumbler as pass-ups . . . spotless.

The reason . . . rigid quality control in mid-America's newest and most advanced production facility — plus a highly effective stabilizing agent that preserves the crystal purity of PerSec[®] and protects your equipment down to the last drop of use. That's why more good cleaners day by day are standardizing on PerSec[®] . . . the perchlorethylene solvent of custom-made quality for the finest professional dry cleaning.

PERSEC[®]

In the blue plaid drum!

FRONTIER CHEMICAL COMPANY

division of VULCAN MATERIALS COMPANY *Wichita*

off of any overflow that occurs and water here has been no problem.

An all-glass front assures customers a view of the entire interior, and the furnishings were planned to contribute to an attractive over-all picture.

For instance, the marker's station is a 50-bundle hopper affair that slopes to the back of the Formica-covered table-top working area. This feeds only one or two nets of work at a time and gives the marker more uncluttered working surface. The sides of the table are enclosed with mahogany paneling that matches the counter and desks in the room. One of the sloping sides of the hopper is covered with white Cellotex to serve as a bulletin board. The paneling also makes it possible to use the lower part of the table for storage of supplies needed at this station.

Location of the office desk is unusual; it is right smack in front of the window beside the front entrance. As

Dwight Alquist admits, this is a sort of off-beat construction since it is actually built around a rather unsightly safe. In any event, it is all faced with mahogany veneer to match the other furnishings, and is quite attractive. (All the wooden furnishings were constructed by the owner in his home workshop.) Best of all, it serves a great number of purposes, including letting customers see the owner is on the job and not out playing golf every day.

A receiving counter is covered with mahogany veneer, plus a Formica top, and is quite functional. For one thing, it is equipped with large swivel wheels for easy moving in and out of the plant. Mesh bags are hung on the front portion. Hinged doors on top receive soiled bundles and there are doors on the ends for their removal. The top is used for the needed stamp and ready file, while a cash drawer is set in the front edge. There is even

an electric cord which plugs into an outdoor socket so the girl can press a counter button to summon more help as business warrants it.

With space at a premium there are no baskets in view of the customers for work going to the cleaning department. Instead, the marker makes use of a lightweight cart of aluminum tubing which has eight compartments in which she places marked-in garments according to classification. Fancy silks are never crumpled in the compartments but are hung on hangers on the ends of the big cart. This makes the cleaner's job much easier. The plant operates with a 50-order lot system.

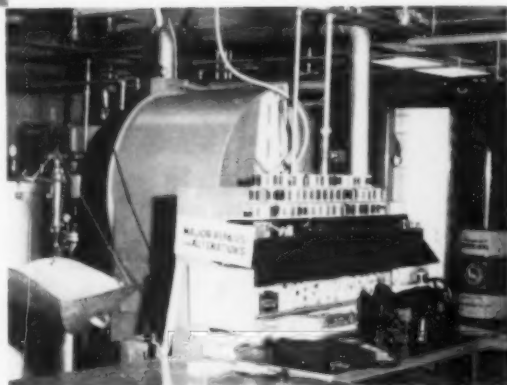
Directly behind the marker's hopper is the major repair department. Minor repairs are expedited by using a cabinet mounted on caster wheels so it can be moved about as needed. Wherever tables are needed the sides are housed in with wood to provide more storage space for supplies.

One of the best of these affairs is a narrow cabinet in the cleaning department for holding minor repair parts for all the plant equipment, plus the hand tools for general maintenance. A lower compartment even holds a couple of small garbage cans for filtering aids such as filter powder and activated carbon. Also, there are gallon jugs of drycleaning detergents and sizing within arm's reach of the cleaner at all times. This, ac-

Continued on page 82



Carhops' receiving station is located in front of office window for fast service. All orders are placed in nets



Signs were used during open-house promotion to identify each department

Owner Dwight Alquist displays his drapery holder, located within customers' view to help promote sale of this profitable service

Simplified Spotting Chart

RED background for WET spotting
 Rinse or feather with water or steam gun
 BLACK background for DRY spotting
 Rinse in solvent with filter circulation

GROUP A

Albumen
 Blood
 Discharge
 Food, starch,
 sugar, sweets
 Glue
 Ice Cream
 Mud
 Perspiration
 Water marks

Protein formula

11 parts ALUMINUM
 1 part 24" AMMONIA

Digester formula

1 part 100% TUBERCULIN
 2 mg. GLYCERINE
 6 parts WATER

Prespotter

1 part 886 or MERASOL
 5 parts SOLVENT
 3 parts WATER

GROUP B

Beer
 Coffee
 Dye stains
 Fruit juice
 Grass stains
 Liquor
 Medicine
 Soft drinks
 Tea

Tannin formula

1 part ALUMINUM
 1 part GENT FORMULA No. 209

Streepene

for whites only

GROUP C

Inks

Tannin formula

for whites only

Straight Pyratex

Marking and ball pen ink

Streepene

for whites only

GROUP D

Rust
 AND OTHER
 IRON
 COMPOUNDS

Rust remover

Tannin formula

for weighted oils

Streepene

for whites only

GROUP E

Asphalt
 Bottom streaks
 Grease
 Oil
 Paint
 Pitch
 Tar
 Varnish

Dry spotter

1 part PYRATEX
 1 part SOLVENT

Wet spotter

1 part PYRATEX
 1 part WATER

Dry spotter

1 part Street's
 detergent
 2 parts PICRIN

Picrin

Straight PICRIN
 for touch-ups

GROUP F

Collodion
 AIRPLANE DOPE
 ENAMEL
 LACQUER
 NAIL POLISH
 NEW SKIN
 Lipstick
 Rouge
 Shoe polish

Wet spotter

1 part PYRATEX
 1 part WATER

Straight Pyratex

collodion remover

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TAKE THE ? OUT OF SPOTTING!

Use Street's Simplified Spotting Chart as your ready reference in selecting the safest and fastest formula for the removal of each type of stain. This chart, used with the free instructor bottles, takes the ? out of spotting.

A \$3.00 VALUE FREE!

Our new spotting bottle kit contains 8 unbreakable, polyethylene squeeze bottles...a \$3.00 value FREE! Each bottle is imprinted with detailed instructions for its specific formula. Each formula bottle is readily distinguished by a different color. Each bottle has a special spout of the type most adaptable to its individual use. Distribution of these free kits is being made through jobbers only. Ask your favorite jobber salesman for your free kit.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, Ill.



COMING IN **FEBRUARY** ■ ■ ■

Your Guide to MERCHANDISING METHODS and MEASUREMENTS

The 1960 Guidebook of the Drycleaning Industry

WITH the arrival of your 1960 Guidebook in February, you and every key individual on your plant's payroll will have thousands of dollars worth of research findings at your fingertips.

NATIONAL'S big annual will fill the industry's current and critical need for down-to-earth, advanced, "how to do it" facts on successful merchandising of drycleaning services.

Based solidly on detailed studies of drycleaners' merchandising methods in 39 different cities across the nation, the 1960 Guidebook of the Drycleaning Industry will present in words, pictures, charts and graphs:

● **WHAT WORKS IN PROMOTING BUSINESS**

—to help you get results from every merchandising dollar you spend

● **WHAT DOESN'T WORK**

—to save you needless planning and wasteful expense

● **HOW TO GET YOUR PROGRAM UNDER WAY AND KEEP IT GOING**

—specific "how to do it" projects—covering promotions of all kinds—selected from the nation's best and most effective case histories

● **HOW TO MEASURE YOUR PROGRAM'S RESULTS**

—practical yardsticks for checking the business you get against the effort and cash you put forth

THE GUIDE TO MERCHANDISING METHODS AND MEASUREMENTS,

covering 41 types of promotion

WILL REVEAL THE ANSWERS TO IMPORTANT QUESTIONS LIKE THESE:

What kinds of promotions are available to you—all 41 of them?

Which ones pay off? Which ones don't?

Should you direct promotions to youngsters? If so, how?

If competitors use methods like yours, is it good or bad?

What makes for effective seasonal promotions?

What kind of advertising is used most because it produces most?

AND MANY, MANY MORE!

PLUS YOUR DRYCLEANING TRUCK BUYING GUIDE

This new service feature, added to the *Guidebook* this year, will bring you up-to-the-minute information on the latest truck models—sizes, capacities and other factors to help you buy the kind of trucks that fill your particular operating requirements.

PLUS YOUR COMPLETE BUYERS DIRECTORY

The annual directory, the only complete, standard directory available to the drycleaning industry, published exclusively by *National Cleaner & Dyer*, will list well over 15,000 items in

The Classified Directory—all kinds of drycleaning equipment and supplies, with the manufacturer of each

The Trade Name Directory—alphabetical listing of trade name products

The Manufacturers' Directory—alphabetical listing of manufacturers' home office addresses

The Local Buyers' Guide—geographical listing of manufacturers' branch offices, distributors and jobbers, arranged by cities and states

PLUS YOUR OPERATING GUIDE

Another annual feature in *National's Guidebook*, this section will bring you page after page of charts, graphs and tabulated information covering all phases of drycleaning operation—a ready source of current reference material for day-in, day-out use

ALL THIS IN THE INDUSTRY'S ONLY GUIDEBOOK

NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910

466 Lexington Avenue, New York 17, N. Y., OREGON 9-4000

PRE-CONVENTION ISSUE!

The 1960 *Guidebook* will be in the hands of subscribers before they leave home for the National Institute of Drycleaning Convention in Chicago, February 22 and 23. In the issue: plan of the exhibit floor, lists of exhibitors, the convention program!

clean with

LIGHT COLOR

SALT-FREE

SUGAR-FREE

VIVIDOL

LT

STAIN-FREE

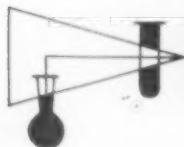
drycleaning detergent

gives highest quality results in charge or batch operation

... and the perfect partner for VIVIDOL LT
is Premium DARCO®

... the high-powered carbon developed for modern high-powered detergent systems. Ask your Stamford man about VIVIDOL LT ... and about Premium DARCO.

DARCO ... Reg. Trademark, Atlas Powder Company



THE STAMFORD CHEMICAL COMPANY
STAMFORD CONNECTICUT

Manufacturers of TRIK • VIVITEX • FLIK • HYDROSORB CAKES • LINTROL



Sure it's the most beautiful
drycleaning unit around.
Before I buy, though, I want
to know how it performs.

Permac operates as efficiently as it
looks, in less space with less manpower
than any other synthetic.
Take this load... beautifully clean
and bone-dry in just 20 minutes.

See the Permac in action. Write, Call or Wire:
Pinnacle Products, 412 West Lake St., Addison, Ill.
Carman Machinery, 62 Montvale Ave., Stoneham, Mass.
West American Permac, 1300 Douglas, Los Angeles, Cal.
Stebbins Mfg. & Supply, 1735 Blake St., Denver, Colo.

PERMAC
its beauty is rivaled only by its performance

SERVICE...

IS ADCO'S BUSINESS!



**Luetzow Portable
Humidity Indicator
for Checking
Conductivity Instruments**

**Soap
Concentration
Testing Kit**

**Cargille Wagner
Portable Still
for "Double Checking"
YOUR Solvent Condition**

Each of Adco's 65 Sales-Representatives is a trained Drycleaning Technician with a background of plant management, and more often than not, an Institute graduate and former plant owner. It is the job of these 65 men to service all Adco accounts—not just to sell Adco products.

It is their job to offer their services to you in all matters pertaining to the heart of your business—the cleaning room.

It is their job to be sure that your solvent is maintained in the proper condition to assure maximum benefits from the use of Adco products. A RECORD IS MADE OF EACH SERVICE CALL AND A COPY LEFT WITH THE SUPERINTENDENT AND THE OWNER SO THAT AT ALL TIMES YOU KNOW THE FACTS PERTAINING TO YOUR CLEANING ROOM EFFICIENCY.

Adco, INC., SEDALIA, MO., Manufacturing Chemists Since 1908



ADCO'S

MODERN METHOD OF CLEANING

"FEATURES"

CLEAN SOLVENT • CLEAN DETERGENT • CLEAN MOISTURE
WITHOUT
DETERGENT LOSS OR DISTILLATION!



How This Is Accomplished

Adco's detergents, XXX Dri-Sheen for Petroleum Solvent Plants and Perk-Sheen for Perchloroethylene Plants are both completely soluble in your solvent. This means they are not removed by use of "Klean," Super Activated, Vegetable type Carbon.

What This Means To You

By keeping your solvent in sweet, pure, fresh condition from load to load, means you get full use of your detergent—immediate removal of all impurities in your filter by "Klean." Being a vegetable type carbon, "Klean" removes not only color from your solvent but also removes the fatty acids and non-volatiles that are so harmful and create odors, swales and redeposition.

Remember . . .

Adco's "Klean," Super Activated, Vegetable type Carbon is the only carbon which is able to remove all harmful impurities—color, fatty acids and non-volatiles from your solvent! Old type mineral carbons remove only color, therefore, sweetener powders and dis-

tillation are a necessity and at great increase in operating cost! Even when a plant distills periodically, experience shows that either sweetener powders are used between distillations or you have a build up of impurities that hamper cleaning efficiency. Distillation removes detergent, so most cleaners prolong periods between distillations. This means poorer cleaning for days before distillation. The use of Adco's Soluble Detergents, plus continuous solvent care thru the removal of impurities in the filter by the use of "Klean," assures uniform quality each load and at a cost of, in many cases, 25% less.

Adco wishes to prove to you in your plant and on a guaranteed basis that the above is true and practical. You pay for nothing until you are completely satisfied.

One of Adco's 65 trained Drycleaning Technicians will install our method in your plant, no loss of time or radical change in procedures. No additional equipment necessary. Works with all Conductivity or Humidity Controls.

Adco's method keeps solvent sweet and pure at all times. Enables you to use Adco Size in the wheel—cuts finishing time 15%!



Office area near customer counter is kept neat and orderly through use of cabinets, plus good housekeeping procedures

AN IMMEDIATE INCREASE in volume was registered by Guild Cleaners when, after 12 years in Lodi, California, it moved to a new plant with drive-in facilities. Owner Dwight Alquist opened the drive-in, with carhop service as an added attraction, on August 10, 1959. Measured against the same weeks of 1958, the first week in the new plant showed an increase of 25 percent, the second week 50 percent, and the third week volume was 76 percent above that of the same period one year before.

The entire operation is patterned after the best features of some of the most successful cleaning plants in the West. According to Dwight, he has unashamedly borrowed the best ideas he has seen in years of plant visitations around the country.

Guild now occupies a small property, with only a 50-foot frontage and a depth of 75 feet. The plant itself is just 50 feet wide, 56 feet deep on one side, and 46 feet deep on the alley side of the midblock location. A 20-foot-wide alley allows ample two-way traffic across the plant front with the protection of a modern aluminum marquee.

A second-floor level to the rear of the plant serves as storage area and also houses the boiler, air compressor, air vacuum and return system, hot water heater, soft water facilities and blowdown tank. The plant boasts an area of 3,500 square feet. Incidentally, the floor of the second story is of 3-inch concrete mixed with a waterproofing compound, and also sprayed with two coats of water seal. A floor sump insures prompt carry-

DRIVE-IN BOOMS VOLUME . . .

By LOU BELLEW

and helps beat previous year's figures by over 70 percent

Paved driveway, canopy add to customer conveniences which include carhop services



**CUT
COST**

**INCREASE
PROFIT**

**IMPROVE
QUALITY**

*modernize your drycleaning
system with*
MARLOW
*self-priming
pumps!*



Regardless of your drycleaning system you can now do what all leading machinery manufacturers have done... *modernize with Marlow!*

Solve your pump replacement problem for all times and install a Marlow Vertical Self-Primer that's engineered for drycleaning service. Get rid of obsolete, money-wasting pumps today and eliminate costly shut-down and maintenance.

Marlow Vertical Pumps with straight-through piping are easy to install and can be used on either synthetic or petroleum systems. A Remite mechanical shaft seal eliminates leakage of costly solvents—floors stay dry and clean at all times. And—these pumps will operate with equal efficiency on "packaged" units or where solvent tanks are below ground.

In a Marlow pump there's only one moving part. No metal-to-metal grinding contact to wear expensive parts and cause a fall-off in capacity.

Cleaning quality always remains constant.

Marlows run longer at top performance... dollar for dollar they're your best buy! Specify Marlow for replacement and on all new equipment you purchase. Contact your nearest drycleaning equipment dealer for complete information or write Marlow Pumps for Bulletin DC-04.

**MARLOW
PUMPS**



DIVISION OF BELL & GOSSETT COMPANY

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

Canadians Hold First International Industry Exhibit

MANUFACTURERS from at least four countries gave the first industry exhibit ever held in Canada a truly cosmopolitan flavor. Held under the sponsorship of the Canadian Cleaners and Launderers Allied Trades Association on the same dates as the convention of the Dry Cleaners and Launderers Institute (Ontario Region) of the Canadian Research Institute of Launderers and Cleaners, the event took place in Toronto, Ontario, October 22-24.

A sellout of some 40,000 square feet of booth space completely filled the beautiful new Queen Elizabeth Building in the Exposition Park of that city. The crowds were slow to materialize at first, but each day brought more and more visitors. Manufacturers of equipment generally reported that all machinery on display was sold on the spot. Among them were well-known producers from the United States, Canada, England and Germany. Total attendance came to over 2,000.



Left—A traditional bagpiper leads the honored guests to the head table for the dinner. **Right**—The derby-hatted gentleman is Larne Gibson, retiring president of DCLI, who congratulates Al Wright, his successor to office.

A well-rounded program of top speakers was presented by the DCLI. Headlining the group was Ancliffe Prince, editor of *Power Laundry and Cleaning News* of London, England. He made mention of the special contingent of about 100 plantowners he had organized for a charter flight from England to New York City. He stated that he and his party were in no sense here in the role of teachers, but definitely as students; to learn the techniques of Canadian and United States cleaners and launderers.

Mr. Prince said that there should be more and more interchange of ideas among people of different coun-

tries. It would not only help the business of the two industries, but bring about a better understanding between the people themselves.

He suggested that the launderers of the British Commonwealth nations get together and pool their resources to start a trade school. This would insure enough trained people to keep the industry young and vibrant.

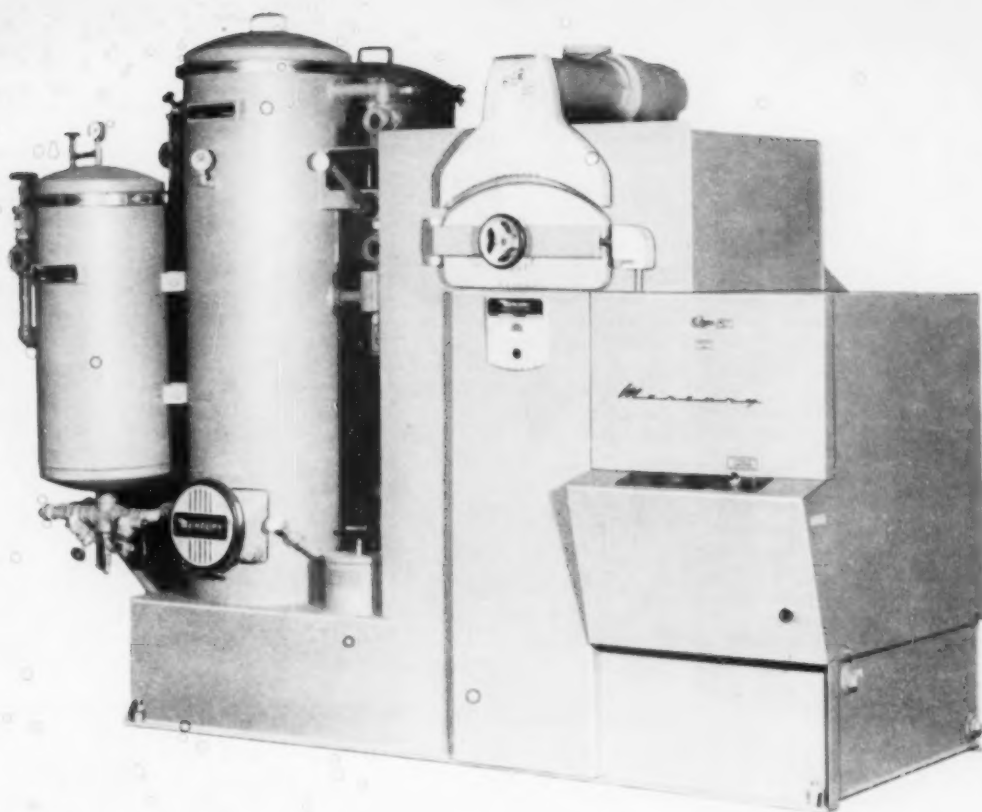
His words struck home. The next night at the banquet, Mr. Prince was introduced to the audience, as were the other persons at the head table. When his name was announced, Harry Fotheringham of Hamilton, Ontario, rose to his feet and presented Mr. Prince with a check for \$1,000 as his contribution to get the school started. Within seconds, others in the audience rose and made pledges and turned in their checks. Most were for a similar amount. In all some \$5,700 was accumulated on the spot and more will surely follow.

Among other important addresses was one given by Albert Johnson of the trade relations department of the National Institute of Drycleaning. He discussed the progress of the work of his department in bringing about better understanding between garment and textile manufacturers and the drycleaning industry. For example, the American Standards Association is setting up basic standards for some 72 different types of fabrics as a direct result of the NID's work. This is the



The trade show opened officially with a ribbon-cutting ceremony conducted by John Clinton, president of CLATA, and Dr. Matthew Dymond, Minister of Health for Ontario.





MERCURY NUMATIC PER 50

Occupies floor space 3 x 7 ft. Comes completely piped and assembled

MERCURY'S OWN LEASE-PURCHASE PLAN AVAILABLE AT \$42.50 WEEKLY.

Per 50 is the SAME unit as delivered to U. S. Navy. There is nothing finer.

Dry load capacity 44-50 lbs. per load. \$2000 to \$2500 weekly volume.

2000 GPH Monel Tubular Filter . . . with backwash.

50 GPH Still. No "foam-over."

Marlow Centrifugal Pumps . . . big 3 in. dump line.

NEW smooth Mercury-Twin-Disc 2-speed transmission with fluid drive insures low maintenance cost.

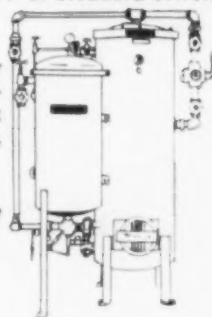
\$6750 list price of Per 50 includes Filter and Still. Clover-Leaf Muck Stripper is optional at \$690.

Hoyt and Huebsch Reclaiming Tumblers available.

PETRO 50 Petroleum Units for 140-F or Stoddard solvent quoted on request.

Mercury Clover-Leaf Muck Stripper and/or Monel Tubular Filter available for use with any make Perc unit. Saves soap, saves solvent, saves filter cleaning.

Over 4700 Successful Mercury Owners in 50 States



MERCURY CLEANING SYSTEMS, INC.

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first time such a thing has occurred, after 10 years of effort by the NID.

Mr. Johnson mentioned the National Claim Adjustment Code that will surely come about some day. This will help establish the true value of a garment for which a claim has been filed as well as help determine whose fault it is that damage occurred. Thanks to the efforts of the NID, most manufacturers today use similar test methods, which at one time ranged all over the lot.

The third day of the program the registrants were treated to two fine talks, by Jack Ireland of Caled Company, and David Wallace, president of the American Institute of Laundering. They discussed weird problems in the cleaning room and in the laundry.

A pre-exhibit banquet was held for the exhibitors by the CCLATA. Participants were thanked for their support and advised that similar shows

will probably be held at intervals of four years, on the pattern followed in England.

The day before the regular meetings, the AIL held a round-table discussion at the convention headquarters in the King Edward-Sheraton Hotel in Toronto.

Eight members of the AIL board of directors discussed various subjects including the use of coupon books, how to launch new plant openings, truck operating costs, coin-operated laundries, and control of direct costs. Also discussed were control of management's time and use of weekly production and cost figures.

Participating were Arthur Gelnaw, District 11; James Foasberg, District 4; Victor Dalgoutte, former AIL president; John Slick, District 8; Kenneth Roberts, District 6; Duane Lawrence, District 5; John Monahan, District 1.

Each panel member told of his own

experiences with the various subjects assigned. Mr. Slick gave the history of the several coin-ops he opened in Fort Wayne, Indiana. There was no set formula for success. He pointed out that one of his plants was put in a lower-class neighborhood, many blocks removed from the higher-income homes. Lo and behold, the wealthy folks were driving down to the plant to take advantage of the service!

Mr. Dalgoutte told of the savings his firm realized by switching its truck equipment to the new type "compact" vans. Mileage and maintenance have been slashed in half.

In an evening session, David P. Wallace, Jr., president of the AIL, gave a talk on the NID national public relations program. He urged all plantowners to get behind the drive and to tie in with a local public relations promotion at the same time.

—Art Schuelke

British, Americans Exchange Visits



AIR TRAFFIC across the Atlantic this fall was particularly heavy with junketing laundrymen. Americans were flying to England and Englishmen were flying to America and in the wake of these reciprocal visits there is no doubt that closer technical and social ties have been formed between the laundry industries of both countries.

In the topmost photo is the group of American launderers and their wives shown upon their arrival at Heathrow Airport near London during the early part of October. Besides sightseeing, the laundrymen visited a number of laundries in Britain.

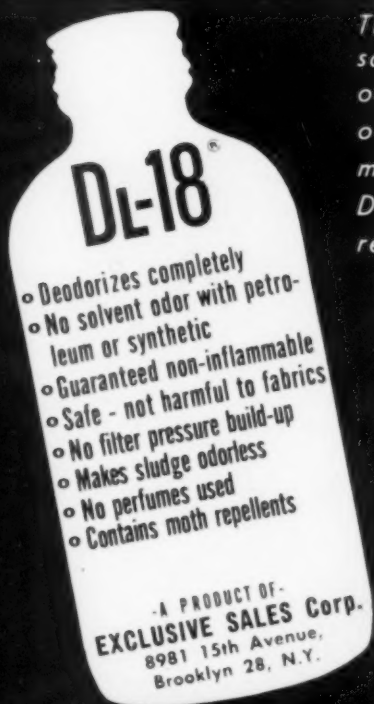
The "reciprocal" visit (see bottom photo) to the United States was made later in the month by this plane-load of nearly 80 British launderers, shown debarking from their chartered plane at International Airport in New York City.

Led by Anchiff Prince, editor of *Power Laundry & Cleaning News*, the group's main objective was the Canadian Exhibit-Show in Toronto. Preceding and following that event the group toured laundry and drycleaning plants in New York, New Jersey, Washington, Pittsburgh and Rochester, as well as NID headquarters in Silver Spring, Maryland. # #



NEW EXCLUSIVE DL-18[®]

THE COMPLETE MUCK & SOLVENT DEODORIZER
A scientific and modern miracle for the Drycleaning Industry!



Thanks to amazing, revolutionary new DL-18 you can say goodbye to customer complaints about garment odors. When you use DL-18 all garments are made odor free, regardless of the solvent being used or the method of distillation. Developed by experts, liquid DL-18 is now being used with astoundingly successful results in plants throughout the country.

JOBBER INQUIRIES INVITED

For complete information, ask your jobber or mail coupon below.

DL-18

EXCLUSIVE SALES Corp.

8981 15th Avenue,
Brooklyn 28, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF YOUR JOBBER _____



Among officials and guests at banquet were, left to right: Rodger P. Jackson; F. E. (Ted) Bowers; George P. Fulton; Mrs. F. E. Bowers; her son, Charles; Mrs. G. P. Fulton; Mrs. Robert Dobson; Robert Dobson; and J. Roger Deas

Another table featured other important guests and officials at the banquet. Shown left to right are: Mr. and Mrs. George Isaacson; Mr. and Mrs. Wayne Wilson; Charles Wilson; Mrs. J. M. Chisholm; David P. Wallace; Jim Chisholm; Carl S. Hulen

L.C.A.T.A. Draws Record Crowd

A NEW TYPE of program plus the convenient location of Washington, D. C., brought some 370 registrants to the Shoreham Hotel, October 14-17. At the overwhelming demand of the members, the previous lengthy committee reports were held to a minimum. Instead, the three divisions of the Laundry and Cleaners Allied Trades Association devoted most of their time to panel and floor discussions on problems pertinent to their businesses.

For example, the first day the supply and machinery distributors discussed a cost survey. They later explored office automation. At the same time the machinery manufacturers had a panel presentation on an evaluation of sales promotions through various media. The importance of a sound program in the business press was stressed. Members also talked about general business conditions. While these two groups met, the supply manufacturers' meeting also probed business conditions and sales promotion activities.

It was a welcome and refreshing change of pace. One afternoon was devoted to a tour of the headquarters of the National Institute of Drycleaning at Silver Spring, Maryland, to provide variety.

Even the entertainment was different. A new group called the Young Timers' Club put on a gala Gaslight Era party on the night of October 16. This organization is a take-off on the Old-Timers' Club which has been an institution of the LCATA for many years. Not to be outdone, the Old-Timers held a Get-Together Party before one of the evening dinners. Wives of members were treated to an after-

noon-long show on "Charm Tips for the Ladies."

And of course there was the annual reception and banquet the last night of the convention. It included a floor show and dancing. Two luncheons featured outstanding public speakers. The first was J. Lewis Powell, who spoke of the dynamic changes that the world is undergoing today.

If the entire history of man, Mr. Powell said, were represented in a bar chart the height of the Empire State building in New York City, a nickel on top of this chart would represent the current history of mankind, during which great revolutions have taken place. That is, revolutions of science, medicine and technology. It wasn't until the late 1800's that man was able to exceed the speed of the horse. Not until the invention of the steam engine did that occur.

It is hard to believe that 90 percent of the world's scientists are still alive, but it's true, stated Mr. Powell. Going back to man's speed of travel, just a little over a year ago it was 1,600 miles an hour. Today it is possible to propel a missile 16,000 miles an hour.

The wing spread of a Boeing 707 jet airliner is longer than the distance

flown by the Wright brothers on their initial flight. One of these liners can haul more passengers across the Atlantic in one month than can the great steamship, the Queen Mary, with a capacity of some 1,500 people. The engine of Colonel Lindbergh's trans-Atlantic plane, the Spirit of St. Louis, if it were beefed up as much as possible, would barely serve as a starter for one of today's modern jet engines.

Most of the tremendous advances have been made since 1945, including atomic energy. Mr. Powell stated that it is vital for American businessmen to gear their thinking to the exploding technology with which we live. As he put it, "You have to go like the devil just to stand still today."

The next luncheon featured J. Roger Deas of American Can Company. He gave an inspiring talk on the human factors in business. In spite of great strides in industry, nothing gets done without human beings, who must be understood and appreciated by their managers and plantowners.

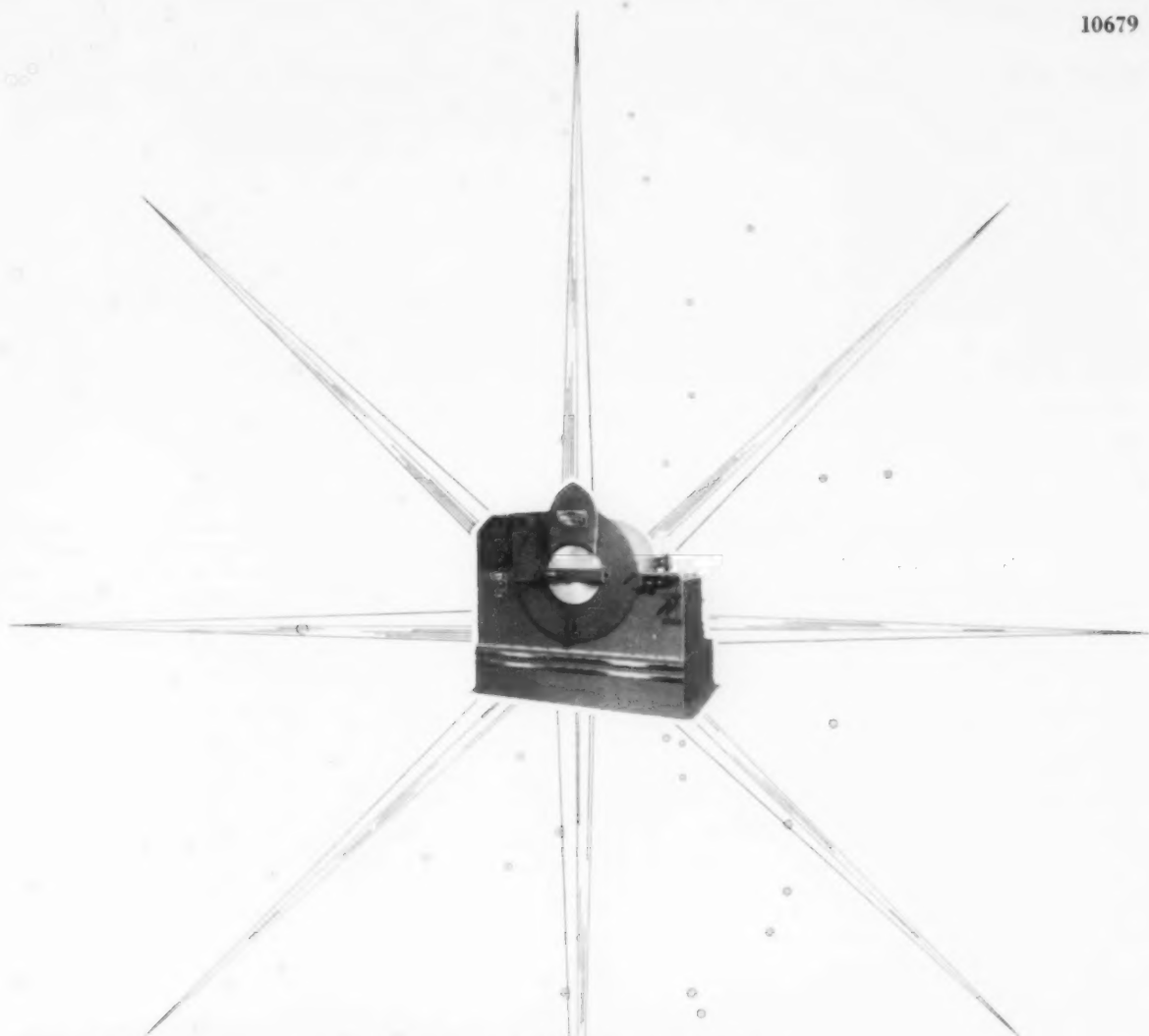
Other speakers included Arnold Doescher of Ernst & Ernst; S. J. Haidler, and Messrs. Montgomery of Monroe Calculator and Nelson of Friden Company.

The board of directors honored Nils S. Dahl, treasurer, with a fine scroll to commemorate his 25 years of outstanding service.—Art Schuglke



Here are some of officers of LCATA. Left to right are Wayne Wilson, past president; Carl S. Hulen, new president; L. S. Smith III, secretary. Not shown but reelected was Nils S. Dahl, treasurer, and Rodger Jackson, given twenty-third annual contract as managing director by board of directors

Photos courtesy Chase Ltd.



WASHEX...

synonym for

Quality

in petroleum or synthetic dry cleaning

Wherever dry cleaning equipment is known and appreciated, the Washex name has become an accepted synonym for the finest . . . its engineering and design . . . the steady power of its performance . . . its durability under the grind of daily production . . . all are the result of Washex unending search for quality.

An hour's visit to a Washex equipped plant will prove it!
Why not accept your Washex distributor's invitation to visit a nearby plant
or simply attach this ad to your letterhead for more information.

WASHEX MACHINERY CORPORATION 192 BANKER STREET, BROOKLYN 22, N. Y.



Left: **Bermuda-bound** plantowners at one of business conferences held during week-long cruise. Right: **Clearly enjoying** the seagoing convention are, left to right, Mrs. Louis Dulberg; Louis Dulberg, West Side Corporation; Mrs. A. P. Stetser; A. P. (Pete) Stetser, sales manager, Drycleaning Division, Electrochemicals Department of Du Pont

East Coast Operators at Sea

OVER TWO HUNDRED plantowners, allied tradesmen and their wives enjoyed the first Eastern Seaboard conference aboard the steamship *Queen of Bermuda* October 17-23.

The group, organized through the joint cooperation of several state associations, enjoyed a novel fall conference. Participating were the Massachusetts Laundryowners Association, New England Linen Supply Association, New Jersey Laundry and Cleaning Institute, New York State Launderers and Cleaners Association, and Maryland, District of Columbia and Virginia Laundryowners Association.

Beginning with the official reception on the first afternoon, all business sessions were held aboard the *Queen* at sea. The program committee, made

up of Harold Parker, president of the Massachusetts association; Hal Marvin Marx, president of the New Jersey group; and Arch Houstle, Tri-State president, had developed a well-rounded program which offered many new ideas to go with the novel convention setting.

David Connors of John Carruthers Co., Boston, covered the subject "Cost Surveys" and discussed automation in the bookkeeping department. John Hooper of Salem Laundry, Salem, Mass., in his talk on "Why Drive In" gave the audience many tips which explained the popularity of the drive-in plant.

Henry Worcester of Morningside Laundry, Silver Spring, Maryland, explained in his talk why he has given

up the conventional operation of routes in favor of "Package Stores."

Philip Lewis of Philip Lewis and Co., management consultants, and the New Jersey Laundry and Cleaning Institute, laid down for his audience the basic principles of industrial management.

In addition to the formal sessions the conventioners also participated in round-table discussions and bull sessions which featured the following: "Impact of the National PR and PL Program"; "Sales Promotion"; "Production Techniques"; and "Office Procedures." In addition the conventioners were treated to a visit to the ship's laundry, where they observed the techniques used by the ocean-going installation.

At Bermuda the men and their wives spent their time shopping and visiting points of local interest. # #

Californians Hold Joint Meeting

IT WAS THE FIRST time that the California Laundry & Linen Supply Association and the California Drycleaners Association ever held a combined meeting and it turned out to be some show. More than 400 plantowners met at the Thunderbird Hotel, Las Vegas, October 9-11, for an enjoyable three days of informative talks by leaders in both fields.

Principal speakers were "Bill" Boyd of Emery Industries; C. D. Baxstresser of Goss-Jewett & Co.; and Art Christopher, past president of AIL, from Vancouver, B. C. Chairmen of the meetings were George A. Nelson and John E. Brittain, association presidents.

Bill Boyd tore into those who are content to be just average. He insisted

that present conditions are normal, that competition will continue to be tough, and that the emphasis should remain on sales.

Bax Baxstresser was off and running on his favorite subject—packaging. It is his theory that service industries, as a whole, use packaging materials which are so similar that the customer

sees little distinction between them. He urged the members to personalize their packaging with a trademark to make their efforts stand out.

Art Christopher gave a history of his operation and how many plants were bought in order to be able to offer a greater number of services to patrons. He opposed price cutting and felt that plantowners gave their customers the wrong impression when they offered trade stamps and other gifts to get business.—Lou Bellew



Golden State launderers and cleaners hold their first formal meeting together

you can **Relax**
when you water repel with

Signal **Raincote**



Signal
CHEMICAL MFG. CO., INC.
5020 RICHMOND RD.
BEDFORD, OHIO

No Separate Rinse Required

Signal Raincote is a new type formulation that's effective on all fabrics and protects them from rain and water-borne stains. Doesn't leave fabrics stiff and restores their original mill finish.

ECONOMICAL TO USE—Dilutes 5 to 1. Dilutes With Synthetic or Petroleum Solvents.

FREE
Promotional
Material To
Help You Sell
This Extra
Charge...
Extra Profit
Service



Sales Folders

Demonstration Kits

Send for **FREE BROCHURE** entitled
"10 Steps To Extra Profit"

NAME _____
ADDRESS _____
CITY _____ STATE _____
JOBBER _____



New PADC officers (left to right): Meyer Mednick, treasurer; Sooren Perry District 1 vice-president; Peter W. Seras, president; Edmond Lavoie, District 7 vice-president; Karl Drothler, District 4 vice-president; John Glatz, District 5 vice-president, and M. A. Maggs, District 3 vice-president. Not shown are George Post and Anthony Cuda, vice-presidents, respectively, of Districts 2 and 6.

Pennsylvanians Argue Minimum Pricing

ANIMATED PRO AND CON discussion on the advisability of seeking state legislation on minimum pricing, licensing and certification highlighted the recent 48th annual convention of the Pennsylvania Association of Dryers and Cleaners.

The three-day meeting, with an allied trades exhibit featured the last day, was held on October 23-25 in Pittsburgh. More than 200 drycleaners and allied tradesmen from all parts of the Keystone State were in attendance.

The proposed legislation involves establishment of minimum prices on drycleaning services in Pennsylvania, certification of employees that would require them to pass practical tests before being permitted to work in drycleaning plants, and licensing of plants based on meeting certain standards as a prerequisite to business operation. Some or all of these statutes are already in effect in various states, it was pointed out, designed to eliminate extremely low cut-rate pricing and to foster an improved public image of the drycleaning industry.

Although a preconvention mail survey showed members wanted the

PADC to pursue investigation of these proposals, a six-man pro and con panel presented final arguments. Three men on the panel anticipated advantages, including elimination of unfair price juggling, uplifting employee quality, and insuring financial and business responsibility of drycleaning firms. On the other hand, the three panelists who opposed legislation of this type all felt it would be a grave error to invite further governmental controls that would endanger free enterprise and result in political shenanigans.

After Leo Shapiro, president of the Pennsylvania Laundryowners Association, presented an impartial summary of the panel's arguments, P. N. Plyar, National Institute of Drycleaning director and immediate past-president of the Alabama Institute of Launderers & Drycleaners, related his group's current experiences in pursuing licensing and certification legislation. Minimum pricing, apparently, was dropped for lack of support in his state legislature.

It was finally resolved, by vote of the members present, that the PADC be empowered to make a complete

study of the proposed legislation during the coming year and to report its findings at its next convention.

"Never Stop Selling" was the advice offered by Tom Donohoe, NID supervisor of sales training, to keep route and counter sales personnel doing their best. Most drycleaners, he said, have come up through production and don't know enough about sales techniques. He suggested use of material like NID's sales training series while giving increased attention to working with salespeople to make them better and believe in what they're doing. The first step in selling your customers, Mr. Donohoe emphasized, is to keep your own sales personnel sold.

In discussing "How Good Are the Years Ahead?" Bill Browne, NID public relations director, suggested that the drycleaner is his own worst enemy. With a spurt in population and number of households expected during the next 10 years, plus a revival of more formal attire, drycleaning volume could reach new heights. Only thing is, more drycleaners must have pride in their businesses and their work. Because we reflect to the public what we think about ourselves, the matter of image is all-important. When the drycleaner has pride in his own work and cooperates with other cleaners for the good of the entire industry, the public's attitude toward drycleaning cannot help but improve.

The drycleaner's approach should be that he is an expert who is the customer's friend, her ally on her garment care problems. By convincing the public that drycleaning is not harmful and selling the "Dress Well" idea, drycleaners should get their share of an expanding market.

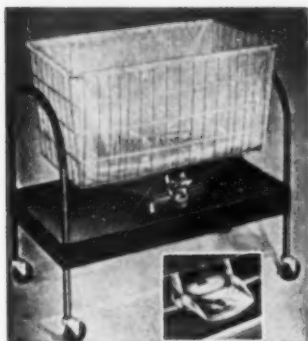
Pointing out that the average family in 1959 was spending 57½ cents per week on drycleaning compared with \$5.80 weekly on alcohol and tobacco, Victor Oakley of Victor Oakley Associates, Chicago, emphasized the need for complete industry support of the upcoming NID advertising campaign in the *Saturday Evening Post*. The NID, he announced, was definitely committed to going ahead with the program and desired as many drycleaners as possible to pledge their financial support. Indicating their approval, a majority of the drycleaners present filled out pledge forms on the spot.

Rounding out the meeting was the election of new officers, with Peter Seras of Carlisle succeeding Frank Filling as president.—Jerry Whitman



Panel discusses merits of legislation on minimum prices, employee certification and licensing. Members later voted to continue investigation of this problem.

New Improved Specialties Save Time and Money



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. . . .

\$69.50

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. Scale and basket as shown **\$39.75**

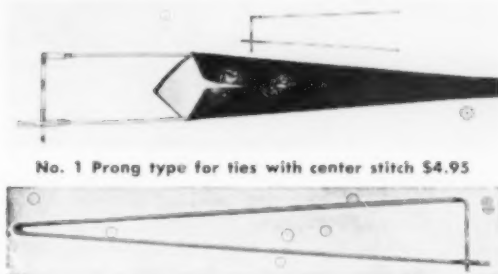
With stand add \$15.00

Scale alone \$18.00

Basket alone \$22.00



SELF-LOCKING TIE FORMS



No. 1 Prong type for ties with center stitch \$4.95

No. 2 Closed type for open center ties \$5.95

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms.



COAT VENT CLAMP

Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusto-Form. Leaves no imprint. Cuts finishing costs.

Only \$3.00 each or \$5.50 a pair.

SEND FOR FULL LINE CATALOGUE

Sold Through All Drycleaning and Laundry Jobbers.

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

STAPLER AND CUFF TACKER



FIG. 1

Cuff Tacker
Attachment
Only **\$7.95**

Ace Stapler
Complete with Attachment
\$14.95

5000 STAPLES \$1.50
Specify "Chisel Pointed"

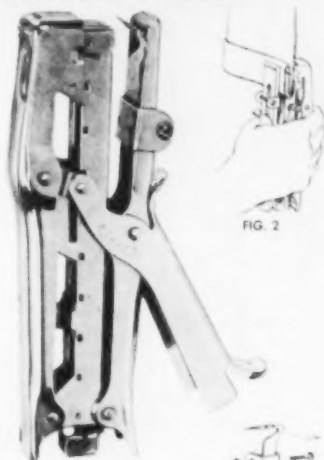
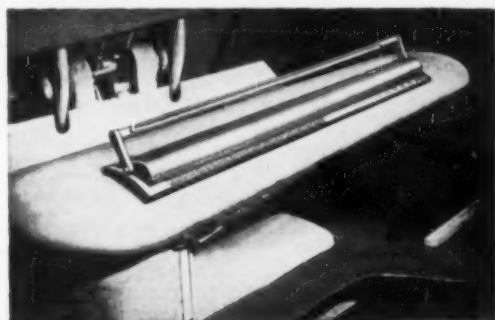


FIG. 2

This new revolutionary Ace Stapler Attachment eliminates the old, time-consuming sewing method. It's quick and easy. Fig. 1 and 2. Insert attachment needle through outer cuff only, with stapler's plunger jaw inside trouser leg. One squeeze and the job is done! If you already have Ace Stapler, attachment fits on easily.

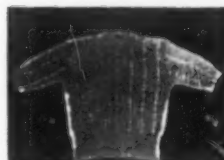


Installing Needle
on Stapler
FIG. 3

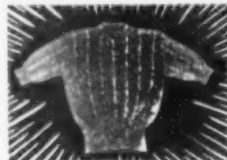


This amazing machine positively re-tightens stretched waist bands, necks, and cuffs of tired sweaters and restores the original shape and elasticity to knit-wear—all in a matter of seconds.

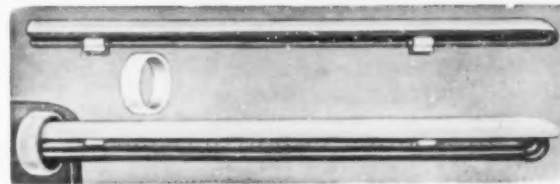
Price **\$49.50**



Sweater
at left
will look
like
Sweater
at right



WOOD INSULATOR



For Cissell Sleever. Protects and trebles the life of sleeve bag. Fits into and shapes shoulder without puffing or padding. Immediate steam with completely diffused moisture. Cuts bag costs 50%.

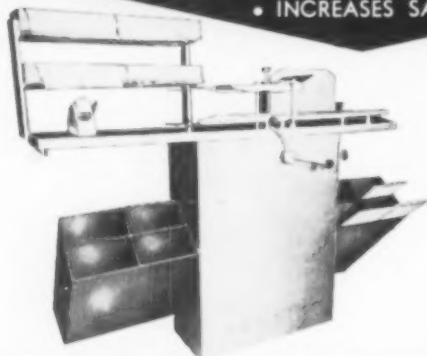
Complete with Collar, Only **\$3.45**

Pak-Faster

U.S. PAT. 2,823,503

A device of Outstanding Beauty, TIME SAVERS' exclusive new patented hand operated bagging machine outmodes sloppy packaging procedures.

- CUTS COSTS • SPEEDS PRODUCTION
- INCREASES SALES



- Produces Standard Rectangular Packages That Every Cleaner & Laundry Can Afford.
- Speeds-up Packaging Tremendously. Eliminates Torn Bags.
- Dramatic Showmanship An Exciting Sales Producer.
- Although Designed for "U" Shaped Liner & Poly Bag... Adaptable for Kraft Bags & Shells.

WITH

Vu-Pax

GREATER SHIRT LAUNDERING SALES
in a PROTECTIVE TRANSPARENT PACKAGE



A Must for CASH & CARRY!

TIME SAVERS

83-99 WALNUT ST.
MONTCLAIR, N. J.

DRIVE-IN BOOMS VOLUME

Continued from page 62

cording to Dwight, is one of the best ideas in the plant.

During the plant's open house, every department was identified for the visitors with colorful signs. Going a step further—and this really impressed customers—was the posting of certificates and diplomas won by the various employees. Displayed at the workers' stations, these created much comment. One lady, the spotter, actually had diplomas from three NID correspondence courses plus two from the California Association on Textiles and Spotting. Actually, every one of the Guild Cleaners' 10 employees has completed the California Cleaners Association-sponsored textile course which is given at regular intervals throughout the state.

Colored masking tape is used by every finisher and inspector here. Three colors are used: red for spots, yellow to denote repairs, and blue for repressing. Each finisher's station boasts tape dispensers fastened at a handy spot on the speed-rail support pipes. This has greatly improved the quality of work through the plant, says Mr. Alquist, and the dispensers are worth their weight in gold.

With more cleaners interested in drapery finishing, it is small wonder that more men are improvising their own holders for these items. Many plants are buying tool holders at their local hardware stores. These holders come in 12-inch sections, each having five clamps. Dwight had these sections welded together to make bars about 3 or 4 feet long with a total of 20 of the clamps. Outfitted with sash cord and pulleys so they can be raised and lowered, these make efficient drapery holders. Since each clamp can hold as many as three pleats, a front corner of the plant wall gives a capacity of 180 pleats on two of these 20-clamp sections. Best of all, they are up front where customers can see them.

Package labels

A great deal of effort is being exerted to make sweater and knitwear packages more personalized. At Guild Cleaners a plain white box is used, with plenty of tissue in the box. A pressure-sensitive label, in silver with black letters, is placed on the box top at one corner. It reads "Guild Cleaners"—there is no other advertising on

the box. Dwight says he got the idea from his local insurance man's use of similar labels on policies. They cost about 3 cents each in 1,000 lots, varying according to size.

The inspection station makes use of a fan of conveyor lines leading away from this spot. Garments are sorted to any one of six lines: repairs, specials, pants and shirts, skirts and coats, silks and knits, wetcleaning, and water repellent. This has eliminated much needless handling of garments.

Employee comfort

Four inches of fiber-glass insulation is used on the ceiling of the new plant, plus a white reflective paint substance sprayed over a mineral-paper roof. In addition there are five evaporative coolers on the roof to provide cool air. Four large exhaust fans aid the movement of between 6,200 and 8,500 cubic feet per minute through the plant.

Lighting fixtures offer 75 foot-candles at the working level so there is no need for individual lighting.

The boiler room on the second floor has posed no problems, since condensate can be kicked to a 25-foot height with no strain. Here the needed height is only 16 feet to the condensate tanks. The air vacuum poses no problem, either, since steel tubing is used instead of conventional pipe. With no sharp bends of conventional elbows the friction has been minimized.

Advertising extras

The plant's location on an alley, with the garage of the adjoining dwelling nearly out to the sidewalk on the other side, threatened to create an eyesore. But a section of extruded metal was extended out from the corner of the plant to almost obscure it. A white panel of dimple plastic 4 feet high and 8 feet long not only hides the neighbor's garage, it also provides advertising space, thanks to cut-out letters that are easily positioned.

A similar dimpled-plastic panel over the marquee is also used for specials, but mainly for humorous phrases to attract attention.

Dwight Alquist is quite happy with his dream plant, as well he should be. In fact, the improvement in the quality of work is sufficient to justify a rise in prices in the near future. It would seem that an attractive plant and excellent working conditions just naturally bring out the best efforts of an employee. They also bring in customers. # #

FOR YOU WHO USE CASH REGISTERS:

MONROE + SWEDA

makes
sense...
and
savings!

You've heard about Sweda cash registers. They're the smaller, faster, quieter registers that are ringing up such a happy story of performance for so many of this country's smart, big retailers.¹ And for so many smart, small retailers.

Yes, these gems of Sweda design and metal-working have made news in the 10 short years since they first brought American retailers a new concept in cash registering. And now they have made the biggest news of all.

Sweda Cash Registers Inc., the American sales organization for Svenska Dataregister, Stockholm, has joined Monroe Calculating Machine Co., world's biggest producer of calculating machines and manufacturers of adding, accounting, and data processing machines and electronic computers.

At any stage of Sweda's explosive post-war growth in this country, the combination of the Sweda cash register with Monroe's experience in U. S. markets would spur the attention of American businessmen. They stand to benefit from the inexorable demands of competition.

But now, at a time when cash registers are becoming more and more the original input device in data processing systems that render automatic a store's entire sales and inventory accounting, the formation of this new association opens important avenues of profit in tomorrow's retailing.

Already, Monroe has designed and delivered a

new system, Distributape, which links cash registers in branch stores in a retailing chain² with an electronic computer in the head office. This importantly speeds sales analysis, transfers store personnel from record-keeping to selling and helps the buying public to get what it wants when it wants it.

Already, Sweda has become the world's second largest producer of cash registers.

Already, the demand for Sweda's registers in this country has outpaced Sweda's ability to deliver them.

Now, in concert, Monroe and Sweda can be expected to accomplish two things: Build, install and service better cash registers at less cost right now for all retailers, of whatever size, and bring at accelerated tempo the profit-swelling benefits of automation to the many retailers who need it.

Detailed information on the swiftly expanding use of Sweda cash registers may be obtained from Sweda dealers all over the United States and in principal cities throughout the world or from Sweda Cash Register Inc., 7313 No. Harlem Avenue, Chicago, 31.

1. Safeway Stores, Inc.
The Kroger Co.
American Stores, Inc.
Walgreen Drug Stores
and others

2. W. T. Grant Company





**MUGGA... IT CALLED
A LAIDLAW-
PITTSBURGH ..DON'T
KNOW WHAT IT FOR
BUT AMERICAN CLEAN-
ER INSIST ON IT.**

W.A. LAIDLAW WIRE CO.
Peoria, Illinois
PITTSBURGH HANGER CO.
Monaca, Pennsylvania

ASSOCIATION NOTES



New South African Group Convenes: The third attempt to organize an association of the drycleaners and laundrers of the Union of South Africa and the Rhodesias came to a successful climax September 12. That was the date of the first technical convention of the newly formed Dry Cleaning Research Institute, held in Johannesburg.

The convention, sponsored by the *S. A. Laundry & Cleaning Review*, drew an attendance of 150 to the

technical sessions and allied trades exhibit. In his capacity as editor and director of the *Review*, R. F. Day was active in organizing the program. Chairman of the convention was Captain C. W. T. Garrood, who is also chairman of the DCRI Advisory Board.

Other board members are Norman Greenblau, technical director; Emile A. Trueb and Robin Grey, directors; and Laurie S. Dalton, alternate.

Shown at the head table listening to the opening convention speech are, left to right: Mr. Greenblau, Mr. Trueb, Mr. Day, Captain Garrood, and speaker Yves Lederlin, counsellor to the French Ambassador.

##

NIRC Theme Announced: "Catch the Spirit of Growth and Progress" will be the theme of the 1960 National Institute of Rug Cleaning Convention, it was announced by Bernard Roth, president. The convention is being held at the Conrad Hilton Hotel in Chicago, January 30-February 2.

##

New Regional Group: At a meeting held October 29, 25 drycleaners operating plants throughout Rhode Island announced the formation of and the receipt of a corporate charter authorizing the Perchloroethylene Odorless Dry Cleaners Association to operate as a nonprofit organization. For simplicity, the group will also be known as Per Cleaners Association.

The announced objectives include sponsoring and supporting broad programs to create better understanding of the advantages attainable through patronage of quality drycleaning, shirt laundering, fur storage and related services offered to the public through

conveyors by RAILEX

Distributed by
Leading Equipment Dealers
throughout the world

SKY-MASTER

SLICK-MASTER

SHIRT-MASTER

ROBOT-MASTER

SPACE-MASTER

**QUALITY IS
STANDARD
EQUIPMENT
ON
CONVEYORS
by
RAILEX**

WRITE FOR DESCRIPTIVE CATALOG
Dep't N

Railex Corp.

634 DEAN STREET-BROOKLYN 38, N.Y.

capably managed and efficiently operated neighborhood drycleaning plants utilizing only high-quality synthetic solvents, superior supplies and related products, and equipped with new and modern machinery.

Other aims of the new organization are to promote sound, harmonious relations, and to encourage the maintenance of high ethical standards through a cooperative public relations and advertising program. Member plants will be identified by a distinctive insignia on decals for call offices, stores and routes, on all advertising and correspondence, and on lapel pins.

To insure top-quality standards in all member plants, a survey team composed of competent plantowner members and allied trades technical men will visit each member plant before acceptance into the association and on a recurring basis to constantly check and/or improve production methods and quality of work processed.

The Educational Program Committee is arranging for a series of competent speakers on all phases of the industry to address the association at regular monthly meetings.

The following temporary officers have been elected: president, Ralph Fagnoli, Specialty Cleaners, Providence; first vice-president, Robert Sorel, Bob's Cleaners, Woonsocket; second vice-president, Albert Lombardi, Luxury Cleaners, Lincoln; treasurer, Americo Volpe, Volpe Tailors, Providence; secretary, Paul Lombardi, Lion Cleaners, Providence.

##

Election Returns: Officers recently elected for the Lane County (Ore.) Cleaners Association are: president, Gene Davis, Big-Y Cleaners; vice-president, Don Sissel, Charm Cleaners; and secretary-treasurer, Jim Getchell, Club Cleaners.

The Virginia Association of Launderers and Cleaners, Inc., has elected the following officers for 1959-1960: president, E. P. Burgess; vice-president, J. E. Glover; secretary, Vincent Wheeler; and treasurer, J. A. Maddox.

##

New Jersey Clinic: The New Jersey Laundry and Cleaning Institute recently held an Educational Conference with a team of NID instructors as speakers. The one-day conference was attended by 50 operators. Featured were NID's Charles Riggott on industrial management and Thomas Donohoe on sales and sales training techniques. A special report on the forthcoming NID national advertising

THE NAME TELLS YOU THE STORY!

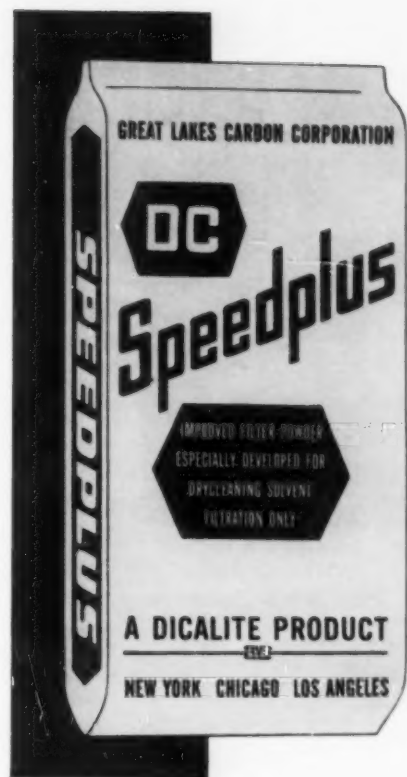
*for fast, effective
solvent filtration,
there's nothing
that beats
Dicalite Speedplus...*

This pure diatomite filter powder, specially developed for drycleaning use, is the established standby with many leading drycleaning plants because:

- * Speedplus gives fast flow through the filter.
- * Speedplus gives you sparkling clear solvent, free of all insoluble soil — keeps solvent live and active.
- * Speedplus doesn't cut the charge in charged-system cleaning, either in one-bath or separate rinse methods.

The informative Dicalite Drycleaning Filtration Manual, popular with good drycleaners for years, is yours for the asking. Just write:

DICALITE DEPARTMENT, GREAT LAKES CARBON CORPORATION, 612 S. FLOWER ST., LOS ANGELES 17, CALIF.



Dependable **Dicalite**
G.L.C. GREAT LAKES DIATOMACEOUS MATERIALS

program was also presented to the group.

Dick Whalen, executive secretary of the New Jersey Institute, announced that the next educational conference in the series would be held in Newark on February 7, 1960.

##

Varsity Bermuda Conference: The fifteenth Varsity International Conference of Cleaners was held at the Castle Harbour Hotel in Bermuda recently, attended by 29 members of the laundry and cleaning industry and their wives. On the agenda for the meeting were open discussions on advertising, promotion and sales, plant

improvements, production ideas, systems and economics of the drycleaning industry.

Chairman of the conference is F. M. L. Fitzwilliams of Achille Serre, Ltd., London, England. The secretary is Harry J. Plous, Spic and Span Cleaners, Milwaukee, Wis., and the treasurer John M. Weaver of Pantorium Launderers and Cleaners, Seattle, Washington.

The Varsity Conference is usually held in the town of the chairman for the year. Since Achille Serre Ltd., the only English company in the association, is this year's host, Bermuda was selected as a site on English soil but convenient to the United States.

Stroz Advances at Strong



JOSEPH P. STROZ

Joseph P. Stroz has been appointed chief engineer of Strong, Carlisle & Hammond, division of White Sewing Machine Corporation, Conneaut, Ohio.

Mr. Stroz attended West Virginia Wesleyan College and received his engineering degree from Stevens Institute of Technology. He has been associated with the Special Products Division of the company for the past 18 months.

As chief engineer, Mr. Stroz will be responsible for the design and development of new and improved products. His position is newly created as part of a general product diversification program.

Klepper Advances At Kordite



LAWRENCE P. KLEPPER

Lawrence R. Klepper, product manager for the Construction and Farm Division of The

Kordite Corporation, Macedon, N. Y., has been appointed to the new position of marketing manager, it was announced by William Dodenhoff, vice-president in charge of sales.

A graduate of Harvard College and the Harvard Graduate School of Business Administration, Mr. Klepper served as an industrial planning officer in the U. S. Air Force. He had been employed in various sales capacities before joining Kordite in 1956. He established the Building and Farm Division three years ago.

In his new position, Mr. Klepper will be responsible for all sales and marketing activities of Kordite's Laundry and Dry Cleaning, Construction and Farm, and Variety Chain Divisions.

Burgess Joins Carman-Conley



ROBERT BURGESS

Robert Burgess has been appointed a sales service representative by Carman-Conley, Chicago, Ill.

The announcement of his appointment stated that Mr. Burgess has a background of more than 10 years experience in all phases of both laundry and dry-cleaning plant operation. He is a graduate of both the AIL and NID general courses.

Mr. Burgess will serve the Chicago area.

Overseas Distributor

The National Marking Machine Co., Cincinnati, Ohio, has announced the appointment of James Armstrong & Co., Ltd., London, England, as exclusive

sales agent in Great Britain and Eire.

All National Marking Machine identification equipment, conveyors, supplies and spare parts are now available through the Armstrong organization.

Master Assets Purchased



MILTON GLAZER

A new company, Master Manufacturing Co., has purchased the assets of Master Manufacturing Corp., Sioux City, Iowa.

Milton Glazer, president and general manager of the new firm, announced plans to increase its line, expand sales territories and appoint new distributors.

Bob Silzer, former factory representative, has been named sales manager, and Everett Dill was appointed special sales representative.

Mr. Glazer added that no basic changes will be made in the distributor or sales programs but both will be accelerated in the near future.

Atlas Opens Texas Lab

Atlas Powder Company, Wilmington, Del., recently dedicated its new Darco Experimental Laboratory in Marshall, Tex., during a week-long observance of Atlas Appreciation Days initiated by the East Texas community in honor of the company's 38 years of operation there.

During dedication ceremonies, Ralph K. Gottshall, Atlas president, said the new laboratory represents a major step forward in the company's planned growth through research.

The laboratory and simultaneous modernization program in the Marshall plant cost more than \$5,500,000 over a period of a few years. Willem J. van Reenen is plant manager and R. B. Hoots, Jr., is manager of the laboratory.

One feature of the dedication and community tribute was a tour of the new and modernized facilities for families of employees and the general public. Newspaper promotion, speeches at service clubs in the area, window displays in the business section of Marshall, and a reception and dinner sponsored by the Marshall Chamber of Commerce were also included in the observance.

Carman-Mitchell-Wing Expands



Carman-Mitchell-Wing Company, Stoneham, Mass., has announced the opening of a new division, Carman Machinery Corporation, to handle its rapidly expanding machinery and equipment sales.

The company handles well-

known and established lines manufactured in the United States and abroad.

Carman Machinery personnel shown at a meeting are, left to right: seated, John F. Collins, administrative assistant; Richard J. White, assistant sales

manager; James S. Parkhill, sales engineer; Seymour J. Kessler, sales engineer; John McDonald, credit manager; Robert Grant, service manager; Inc. Standing, Frank J. DiTucci, George Dyer, sales engineer.

Guss Exhibits in Zagreb Trade Fair



The equipment exhibit of Joseph Guss & Sons, Washington, D. C., at the recent International Trade Fair in Zagreb, Yugoslavia, attracted crowds of interested spectators.

Three Yugoslavian girls acted as interpreters and demonstrators under the direction of Juleus J. Sullivan, technical representative in charge of the booth. On display were a one-girl shirt unit, a washer, extractor and an instantaneous hot water heater.

The Yugoslav fair was held September 5-20, following a similar exhibit in Poland.

British Group Visits Long Island Drive-In



Within hours after arriving in New York by chartered plane from England, a group of British laundrymen were busy inspecting a typical American drive-in operation—Stan's Drive-In, Cambria Heights, N. Y.

The visitors were guests of Pan-Tex Manufacturing Corporation representatives while stopping over in New York en route to the recent Laundry Dry Cleaning Trade Exhibit at Toronto, Ont., Canada. During their first afternoon in the United States, members of the charter group also inspected a coin-operated laundry across the street from the drive-in.

Shown during their tour of the drive-in plant are, left to right: A. G. Phippen; J. H. James; Mrs. H. Wilkinson; Mr. Wilkinson; Stan Kleinfeld, owner of Stan's Drive-In; C. E. Fredette, vice-president of Pan-Tex; F. Lister; P. A. Lock; J. F. Edmonds; Mrs. Edmonds; F. A. Reynolds.

SLRA Votes To Reduce Entrance Fee

In an effort to create greater interest in membership, the Suede and Leather Refinishers of America has voted to reduce the entrance fee to new members for a limited time.

The association has always had a substantial initiation fee, which, it is felt, may have been a deterrent to qualified plants. To see if this has been so, SLRA is now offering new members who qualify for admission an initiation fee of only one month's dues—about \$10 for a minimum-sized plant.

Plants desiring detailed infor-

mation should contact Allan J. Copeland, 75 E. Wacker Dr., Chicago 1, Ill.

Wallerstein Advances Whalen

Vincent Whalen has been appointed regional manager for Wallerstein Company, Division of Baxter Industries, Inc., Staten Island, N. Y.

Mr. Whalen has been associated with the company for the past 19 years. In his new post he will be responsible for com-

ALMORE DYE HOUSE

EXCLUSIVE DYERS TO THE TRADE

4412 WENTWORTH AVE. CHICAGO 9, ILL.

TO OUR CUSTOMERS:

Another year is rapidly approaching its last days. We wish to sincerely thank you for the opportunity you have afforded us in serving you. Only too often in the everyday mechanics of doing business the intangible part that human relationship plays is subdued or by-passed.

As the new year looms ahead our organization will mark a period of forty-one years in the field of serving drycleaners and laundries. Times, customs and methods have certainly changed during those years and will continue to change, but we will endeavor to retain a basic concern for the work we do and for those who favor us with their patronage.

As the holiday season approaches we wish to convey to you our earnest thanks and very best wishes for the coming year.

Sincerely,
Leon Teichner
Leon Teichner, President



1919—41 Years—1960

NEW ANTI-STATIC SPRAY

GUARANTEED TO PREVENT POLYETHYLENE BAGS FROM CLINGING!



NEUTRO-STAT MAKES BAGS SAFER AND DUST-FREE!

Greaseless, smearless Neutro-Stat, sprayed on plastic bags, prevents them from clinging to clothes and people... makes them safer near children... prevents dust from attracting to the bags. Neutro-Stat, sprayed on dark blue garments, keeps them lint-free. It is non-oily, non-flammable and it dries fast. Made by the SIMCO Co., leaders in the field of static elimination.

TRY NEUTRO-STAT on
MONEY-BACK GUARANTEE

MAIL COUPON NOW!

Ship _____ 16 oz. cans of Neutro-Stat @ \$2.75
_____ cartons (1 doz. cans) @ \$27.50

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____

the **SIMCO** company
920 Walnut Street, Lansdale, Pa.

pany sales in its drycleaning department in the Pacific Coast and Mountain regions. His headquarters will remain in Los Angeles, Calif.

Railex Sales Manager

The appointment of Ed Rubin as sales manager of the Railex Corporation, Brooklyn, N. Y., has been announced by Abe Rutkowsky, president. Mr. Rubin came to the organization in 1952 with 20 years experience in all phases of drycleaning and laundry operation and management. He will assist Railex Corporation's sales personnel throughout the country.

Wichita Promotes Moulthrop



L. E. MOULTHROP

L. E. (Monte) Moulthrop has been promoted to district manager of Wichita Precision Tool Company, Wichita, Kans., covering the area of the West Coast and sections of the South and Southeast. The announcement was made by N. C. Jackson, president.

After working in the drycleaning and laundry industries for some 30 years, Mr. Moulthrop rejoined Wichita in February 1959 as field sales manager for the company's steam-air finishers. He has served as equipment salesman and as

technical and sales advisor for large manufacturers. Mr. Moulthrop has also won recognition as the inventor of a pinless shirt folding board and a pillow renovator.

SLRA Honors Kirkpatrick



The Suede and Leather Refinishers of America paid tribute to C. K. Kirkpatrick at a recent annual meeting in Chicago by presenting him with a polished copper plaque and a standing cheer.

The plaque, presented by outgoing president Dick Kelley, is in the form of a stretched cowhide and is inscribed: "To Kirk who founded an industry... in grateful recognition and appreciation for his pioneering in developing methods and materials which have been responsible for the growth of the Suede and Leather Refinishing Industry."

"Also for his unselfish devotion and tireless efforts in behalf of the industry and particularly to the association which he founded."

"We the members of the Suede and Leather Refinishers of America, this day, August 15, 1959, sincerely dedicate this heartfelt tribute to C. K. Kirkpatrick, Our Man Friday."

Mr. Kirkpatrick founded the SLRA five years ago and was its president for the first three years. He has since been an honorary member of the board and technical spokesman.

Stamford Chemical Holds Sales Meeting



The regular annual three-day Outing of The Stamford Chemical National Sales Conference and ical Company, Stamford, Conn.,

NATIONAL CLEANER & DYER

was held recently in Suffern, N. Y.

Among those attending were, left to right, top row: Don Yorker, Connecticut and upper New York State; Al Bucci, Massachusetts and Rhode Island; Jules Frater, western Pennsylvania; Bill Griffith, Long Island, N. Y.; Bernard Kramer, eastern Pennsylvania; Fred Radford, Ohio and Michigan; Joe Kuplin, lower New York State and New York City; Ben King, Baltimore and Washington, D. C. Center: Leo Goullian, New Jersey. Seated: Thomas Murphy, field service director; Edwin Michaels, research and development; Dr. Samuel Machlis, president; Clyde Kishbaugh, comptroller; Rudolph Maglin, national sales.

Atlas Names Stubbe

The appointment of Paul E. Stubbe as industry marketing

assistant in the chemical sales department of Atlas Powder Company, Wilmington, Del., has been announced by Bruce M. Bare, marketing manager.

Mr. Stubbe, who holds a bachelor's degree in agriculture from Cornell University, joined Atlas as a research chemist in 1954.

Brooks Elected by LADS

Clement S. Brooks, director of industrial sales for the White King Soap Company, has been elected president of the LADS' Club for the coming year.

The group, which is represented in all parts of Southern California, gets its name from the first letters of Los Angeles Laundry and Drycleaning Suppliers, who make up its membership. Representatives from allied trades are also included on its roster.

NEW PRODUCTS AND LITERATURE

Continued from page 10

on the G single-stage, YS single-stage and YC two-stage compressors, write Le Roi Division, Westinghouse Air Brake Company, Milwaukee 1, Wis.

Gingham Gal Vendor



The Gingham Gal vending machine, designed to dispense prepackaged Gingham Gal detergent from one side and bleach from the other, has been

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

introduced by Bass Soap Company.

Each package is a divided box with enough supply for two 9-pound washer loads. The detergent is packaged in controlled low or high sudsing in premeasured quantities to prevent overloading.

The vendor is finished in baked enamel. It is wall-mounted and easy to install, according to the company. The machine measures 40 inches high, 13 inches wide and 7 $\frac{3}{8}$ inches deep.

For more information write Bass Soap Company, P. O. Box 432, Abilene, Tex.

Safety Can for Liquids



A new safety plunger can for dispensing flammable or volatile liquids has been introduced by Eagle Manufacturing Company. It is approved by Associated Factory Mutual Fire Insurance Companies.

This machine was made especially for YOU!

Dry Cleaners should not use just any machine for alterations . . . It must meet certain specifications—be able to do special types of work. Here is that particular machine.

U. S. Model 518-2

BLIND STITCH MACHINE

was designed to meet the specific needs of Dry Cleaners in their alteration rooms.



It is perfected for:

HEMMING

- Dress, Skirt and Coat bottoms
- Linings
- Sleeves, Cuffs
- Trouser bottoms
- Curtains, Blankets

REINFORCING



U. S. BLIND STITCH MACHINE CORP.

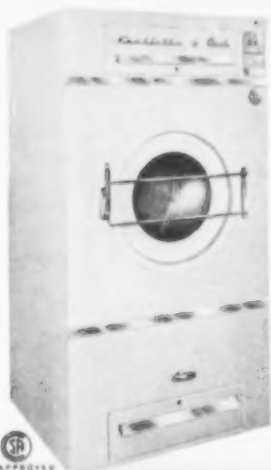
231 West 29th St., New York 1, N. Y. LAcK. 4-9144



MORE PROFIT FOR YOU WITH COOK Coin-Op EQUIPMENT

Tumblette[®]

BY COOK



- ★ ONE dryer that does the job of TWO: DUAL TEMPERATURE CONTROL for both regular and delicate fabrics.
- ★ Drop coin, slug rejector meter —recessed tamper-proof coin vault.
- ★ Permanent type perforated steel lint cylinder lasts lifetime of dryer, no expensive replacements.
- ★ Stainless steel sides and fronts available.



Washette[®]

by COOK



- ★ 25-lb. Washette features 21-minute commercial Wash-Deep Rinse cycle.
- ★ Deluxe stainless steel cabinet, handsome styling for in-line installations.
- ★ Tamper-proof slug-rejector, drop coin, accumulative type meter. Separate heavy duty coin vault.
- ★ Concealed operating controls.



Built Up to a Standard—Not Down to a Price

For illustrated brochure, name of nearest distributor, write . . .



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MACHINERY CO., INC.

Dallas 26, Texas

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Manufacturers of the Only Complete line of Open-end Washers

Close control of the flammable liquid is possible with the new can, Eagle states. Dangerous evaporation loss is reduced, and a perforated metal screen in the dasher acts as a fire baffle against ignition of contents of the can. The can is available in 1-quart, 2-quart and 1-gallon capacities.

Further information may be secured from Eagle Manufacturing Co., 3173 Charles St., Wellsburg, W. Va.

spray nozzles. The spotter is used in solution of one part Mr. Signal to four parts water. It is said to be completely safe with no fumes or odors.

According to the company, Mr. Signal will not cause skin dryness or irritation, is noncontaminating and free of fatty acids, and gives a free-rinsing, self-leveling action with complete freedom from rings and swales. The product can also be used as a prespotter and neutral lubricant.



For more information write Signal Chemical Manufacturing Co., 5020 Richmond Rd., Bedford, Ohio.

Introducing Mr. Signal

Mr. Signal, a spray spotter said to give a clear solution that will not thicken and turn milky white, has been announced by Signal Chemical Manufacturing Company.

The maker says the clear spray solution cannot layer out in the spray tank and clog

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

PEOPLE AND PLACES

SOUTH EAST



James Bills has purchased a half interest in Lewisburg (Tenn.) Dry Cleaners from Mrs. Coleman Davidson, who has operated the business since the death of her husband.

The opening of Townsend Cleaners, 135 Broad St., Bennettsville, S. C., has been announced by brothers William Frentiss and John Fletcher Townsend.

A storage vault has been added at Parisian Cleaners, 701 Virginia Dr., Orlando, Fla.

Opening of a new drycleaning establishment on Quandt St., Springdale, Ark., has been announced by John David Hill, part owner and manager. Mr.

and Mrs. Charles T. Bernard, co-owners, also have plants in Jonesboro, Blytheville, Paragould and West Memphis.

Sanitary Cleaners and Laundry is now operating in its new \$40,000 building with drive-in facilities at 1724 Drew St., Clearwater, Fla. Clara and John Hensley are the owners.

Walter Ragsdale and Raymon Brown have purchased Benson-Ragsdale Cleaners, Albertville, Ala.

Modern Cleaners, Eunice, La., was destroyed by fire recently.

Governors Drive Cleaners, owned by C. A. Sanders and H. H. Hambrick, will be housed

NATIONAL CLEANER & DYER

in a newly constructed building on Governors Dr., W., Huntsville, Ala. Equipment from the establishment at Moulton will be moved to the new plant.

Paul Kirkpatrick is the manager of a new drycleaning establishment opened recently at Bibb and Tallapoosa Sts., Alexander City, Ala.

Valet Cleaners, 132 Brackenridge, Henderson, N. C., has installed a storage vault.

Construction has begun on a new building at 133 Main St., Daytona Beach, Fla., to house Brown's Dry Cleaners.

The fifth of a series of Morningside Cleaning Centers has been opened at 10207 New Hampshire Ave., Hillandale, Md., and will include coin-operated laundry service. Two similar installations are now in operation at 8450 Colesville

Rd., Silver Spring, and 2486 Chillum Rd., Queenstown. Morningside also operates a cleaning center in Four Corners and a drive-through in Silver Spring.

New finishing equipment has been installed at Osborne's Spotless Cleaners, Tallulah, La.

Bill and John Ham opened a drycleaning establishment recently in a new building at 117 S. College St., Auburn, Ala.

New drycleaning equipment has been installed at Broussard Cleaners, Jeanerette, La.

Alfred Isaacs has purchased Nicholasville (Ky.) Cleaners, York and E. Walnut Sts., from John Kenny.

Economy Cleaners, 407 W. Peace St., Raleigh, N. C., has added a storage vault.



University Cleaners, 6106 High School Ave., Dallas, Tex., has been remodeled and is now operated by G. R. (Jerry) Harmon. The new owner was formerly a partner in Swift Laundry and Cleaning, Greenville Ave.

City Cleaners and Automatic Laundry has been established in Roaring Springs, Tex., by L. A. and Odessa Mullins.

Bud Luftenburg, owner of Bib N Tucker Cleaners, 630 Main St., Santa Paula, Calif., has installed a complete cleaning plant.

Construction has begun at N. W. 23rd and Woodward, Oklahoma City, Okla., on a new establishment for Swiss Cleaners & Laundry.

Charles Schmidt, owner of Pioneer Allen Cleaners, 600 E. 19th St., Bakersfield, Calif., has announced the opening of a branch at 1430 Crestmont St.

Mr. and Mrs. Sharon Miller have purchased Mr. and Mrs. James Holt's interest in Paris Cleaners, 228 S. A. St., Santa Rosa, Calif.

Sav-N-Takit Dry Cleaning, 4301 N. Seventh Ave., Phoenix, Ariz., has opened a branch at 3638 E. Indian School. Al Benesch is the owner of the firm, which has three other locations.

Mr. and Mrs. William Hutton are the new proprietors of Country Store Cleaners, Yorba Linda, Calif., formerly owned by Jim and Charlene Depew.

The formation of Ideal Cleaners and Tailors, Inc., Elko, Nev., has been announced by John Carson, president of the corporation. His associates are Carl Pacini and S. J. Churchfield.

Dutcher Brothers Cleaners, 413 Third St., Woodland, Calif., has been remodeled, and the addition of new machinery is planned.

Miller's Cleaners has established its fourth unit, in the Stella Link Shopping Center, Houston, Tex. The firm, owned by Robert J. Miller, has other locations at 8201 La Porte Rd., 8035 Gulf Freeway and 5018 B San Felipe Rd.

Bud Coleman, operator of a drycleaning plant on Main near Fourth, Hesperia, Calif., has opened a unit in the Double K Market Shopping Center.

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!

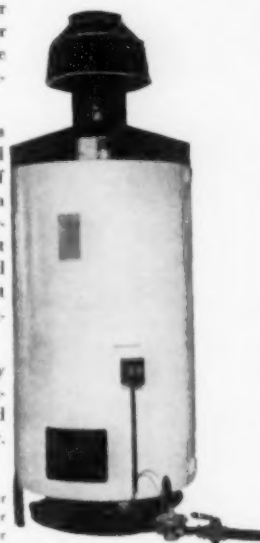
Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

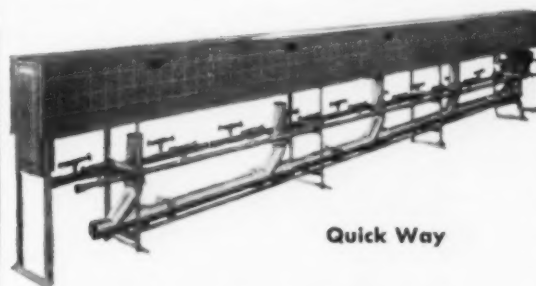
RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour



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GUARANTEE,
Four-year Prorated
Approved by AGA & ASME
Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

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Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

COLLAPSIBLE EXTRACTOR COVERS

CAN YOU AFFORD TO BE WITHOUT ONE?

ELIMINATES EXTRACTOR DAMAGE CLAIMS

20 TIMES FASTER AND SAFER

Plain cloth covers are as out of date as the horse and buggy.

Simply press extractor cover sides together, insert under basket ring, let go and cover snaps into place.

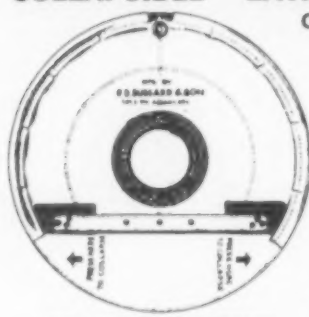
NO DRYCLEANING EXTRACTOR SHOULD BE OPERATED WITHOUT ONE!

Unconditionally guaranteed

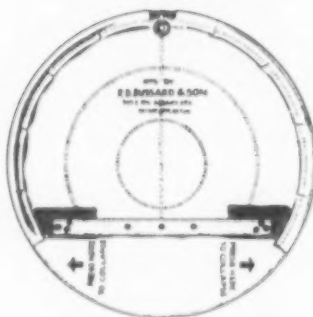


Sold by leading jobbers — EVERYWHERE —

U. S. Pat. No. 2,666,482—
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NO. 11L REGULAR COVER



NO. 11L RINSE COVER

R. D. BUSSARD & SON

505 EAST 5TH AVE.

ALBANY, OREGON

Are YOU missing this juicy

PLUS volume AND profit?

There's BIG PROFIT in DYEING thru GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.

7 Profit-making Extras for YOU!

1. DYEING—garments and household goods—fully or semi-finished
2. RUGS—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. RE-WEAVING—invisible repairs of cuts, tears, burns, moth damage
4. LEATHER—suede and leather cleaning, dyeing, finishing
5. STORAGE—refrigerated, moisture-controlled vaults for furs, woolsens
6. PILLOWS—cleaned and renovated—fluffed, sterilized, deodorized
7. FURS—cleaned and revitalized by furrier method. Not drycleaned

FREE! Write today for handsome brochure and confidential wholesale prices



General Dyeing Co.

818 DORMAN ST., INDIANAPOLIS, IND.

Coin-operated laundry equipment has been installed at Mitch and Ed's Cleaners and Laundromat, 2280 El Camino Real, Redwood City, Calif., owned by Michel Franceschini and Eddy Shriner.

Pittman's Cleaners, 300 N. Wall, Belton, Tex., will move to larger quarters at Penelope St. and Second Ave., according to Jack Pittman.

Carroll Berry and Lucy B. Miller have announced an extensive remodeling program at City Cleaners, Goldthwaite, Tex.

Bell Personalized Cleaning Service, 6147 Sherry Lane in Preston Center, Dallas, Tex., has been opened by Mr. and Mrs. Charles S. Bell, who operate two plants and more than 50 branch outlets in the Greater Dallas area. The main plant is

at 4809 Columbia, the other at 1454 N. Zangs.

City Cleaners, 1201 Main St., Eagle Pass, Tex., has been opened by Mr. and Mrs. R. B. McMillan. The owners previously operated a drycleaning establishment in Natalia.

Lou Schumacher, proprietor of Carnation Cleaners, 15734 Paramount Blvd., Paramount, Calif., has opened a branch at 16237 1/2 Colorado Ave.

Ralph Sundstrom, Jr., recently opened Sun Cleaners and Laundry in the Corritos Shopping Center, 10929 E. Alondra Ave., Norwalk, Calif.

Service Cleaners, 2326 N. El Dorado, Stockton, Calif., has been purchased by Paul Hanson and Robert Stanberry from Thomas B. Carroll and Florence Atchinson.

NORTH EAST



Selectman Matthew Brown cut the traditional ribbon which marked the opening of the new Lewandos drycleaning and laundry drive-in at 1658 Beacon St., Brookline, Mass.

Fred Rose has opened a branch of Triangle Cleaners in the Hub Shopping Center on N. Broadway, Amityville, N. Y.

General Cleaners and Dyers, Inc., located in the Holyoke Shopping Center, Holyoke, Mass., has completed extensive modernization. John Tulenko is general manager of the firm, which is owned by Alfred Mischa and David Barowsky.

Excellent Cleaners and Launderers has been opened in the Rosemore Shopping Center on County Line Rd., Hatboro, Pa.

Warsaw Dry Cleaners will be moved from its present location, 4 N. Main St., Wellsville, N. Y., to 121 S. Main St., according to a recent announcement. A modernization program will include a self-service laundry.

Joseph Cardonia has opened Joe's Cleaners and Tailors, 422 W. State St., Ithaca, N. Y.

Continental Valet has been opened at 8226 Fifth Ave., Brooklyn, N. Y., under the management of Phil Klein, a graduate of the NID.

A grand re-opening celebration was held recently at Pittsburgh Dry Cleaners and Furriers, Inc., 618 Wood St., Wilkesburg, Pa. Roy McCullough is manager of the firm, which had been damaged by fire.

Birchwood (N. Y.) Park French Dry Cleaner has been opened in the new Birchwood Shopping Center by Irving, Morris and Seymour Cohen.

Highland Cleaners of Lowell, Mass., has opened a branch in the new Wilmington Plaza on Route 38. Other locations are in Andover and Dracut.

A storage vault has been added at Bartoli Cleaners, 340 Mercer, Butler, Pa.

Taft Cleaners is among the tenants in the new Kendall Park Shopping Center on Route 27, corner of Allston Rd., South Brunswick, N. J.

Mr. and Mrs. Leo Edelstein have completed remodeling of property on North and Washington Aves., Dunellen, N. J., for the establishment of a drycleaning concern.

Robert Figuera, Jr., will manage the new Bo-Peep Cleaners in the Doylestown (Pa.) Shopping Center, Route 611, Mr. Figuera, a graduate of the

NID, has been associated with his father in the operation of Strand Valet.

Boston Cleaners and Shirt Refinishers, Sanderson Ave. and Race St., Scranton, Pa., has opened a branch at 701 Pittston Ave. The firm is also located at 315 Spruce St., on Lackawanna Ave. in Olyphant, and has a drive-in branch in Chinchilla.

Property at 113 S. Easton Rd., Glenside, Pa., has been leased to Vernon Cleaners for a long term.

Portage Cleaners has leased space in the new Pleasant Valley Shopping Center, opened recently at Frankstown Rd., Altoona, Pa.

Packer Cleaners, 153 29th St., Wheeling, W. Va., has added a storage vault.

Holiday Cleaners was scheduled to be opened in the new Holiday Park Shopping Center, 361 Willis Ave., Roslyn Heights, N. Y. The firm is also located in Franklin Square.

Orange Cleaners will occupy space in the new Levittown (N. J.) Plaza Shopping Center.

Henry J. Shea, operator of Shea Cleaners of Cambridge,

Mass., will open a drycleaning plant in the new Dedham Plaza Shopping Center. With two others under construction, Shea Cleaners will operate 14 plants. The firm also has pickup stations throughout the Greater Boston and Springfield areas.

A formal opening was held recently at Sparkle Cleaners in Braintree, Mass.

A building permit has been issued Cedar Cleaners for an addition to its building on Market St., Hartford, Conn.

Brentwood Cleaners, formerly located in Irvington, N. J., has been moved to 2 Orchard Rd., Maplewood.

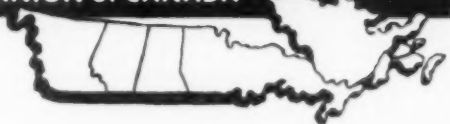
Bill Bosson's Drive-In Dry Cleaners has been opened at Sixth and McKean Aves., Charleroi, Pa.

Cadet Cleaners of Buffalo, N. Y., has announced plans to open an outlet at 2301 Pine Ave., Niagara Falls.

Arthur Copeland recently celebrated the twenty-fifth anniversary of his drycleaning establishment at 140 Grove St., Cedarhurst, N. Y.

A storage vault has been added at Clarion (Pa.) Dry Cleaning Co., Sixth Ave. at Liberty.

DOMINION of CANADA



Rite Way Cleaners, Main St., E., Huntsville, Ont., has been revamped and modernized.

York Dry Cleaners, St. Catharines, Ont., has announced the opening of a branch on Creek Road, Virgil.

A new building for Top Tone Cleaners is to be constructed on Elizabeth Ave., St. John's, Nfld.

Wright-Way Cleaners Ltd., 1480 Second Ave., Prince George, B. C., has completed a large remodeling and expansion program.

Jolicoeur's, drycleaners of Montreal, Que., has opened a unit in the Rockland Shopping Centre.

Perth's, drycleaners of Winnipeg, Man., has opened a new drive-in at the corner of Pembina Highway and Waterford in

Fort Garry. A sixth plant is planned for location in the Polo Park Shopping Centre.

Bellingham Cleaners and Tailors has opened a branch in the Dalfen Shopping Arcade on Dorval Ave., Dorval, Que.

Nettoyeurs Elite Inc., was opened recently on St. Viateur St., St. Eustache, Que.

Mrs. H. Boman, who formerly owned Spic and Span Cleaners in Grandview, B. C., has opened Hilda's Cleaners, 648 Kingsway in Highland.

Bill's Cleaner & Tailor has been opened in the Gregory Block, Provost, Alta.

An application from Norman Hoy for a license to operate Bo-Bo Cleaners, 2555 Eglinton Ave., W., Mount Dennis, Ont., has been approved.

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PAIR for

PERFECT

PRESSING &

SAFETY!



NO steam marks, moire or heat-damage... NO glazed seams

ORDER BOTH FROM YOUR JOURN

SIZES TO FIT ALL MODELS OF CLEANERS PRESSES

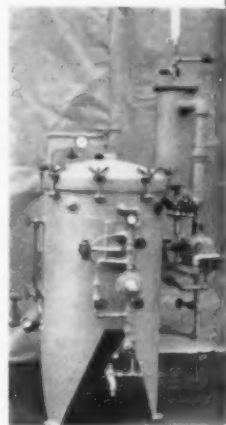
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BIGGER—BETTER

Will handle up to 5000 GALLON filter

- Uses your present filter—no additional filter required
- Filter powder transferred by circulation
- No motors, pumps, gears, screens, air compressors, aftercoolers or steam chests to worry about
- Bridging and clogging completely eliminated
- Solvent and soap drained before cooking
- The only still with self cleaning coils
- Filter pressure kept to a minimum



A FEW DISTRIBUTORSHIPS STILL OPEN
DIRECT INQUIRIES TO—

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53-07 VAN DAM ST.
LONG ISLAND CITY 1, NEW YORK

GROSS STAR



TRIPL-SAFE GRID PLATE

Masters ANY Fabric

The Grid Plate
that CAN'T
make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75
from your jobber	

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPL'D FOR

MFG. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
STEAM FILTER

Enderby (B. C.) Dry Cleaners was opened recently by A. E. Johnston.

Hoffer's Cleaners in Maple Creek, Sask., owned by Jake

Hoffer, has installed new equipment.

Nu Way Cleaners Ltd., Victoria, B. C., has added a storage vault.

NORTH CENTRAL



Three Oaks (Mich.) Dry Cleaners, formerly owned by Mr. and Mrs. Walter Ignasiak, is now operated by Ken Kalis.

Garden Drive-In Cleaners, 95th and Clifton Park, Evergreen Park, Ill., held a grand opening celebration recently. Owners of the firm are Nicholas and Tom Zaglifa, Constantine Kotselas and Chris and Evans Pappas.

Armen Cleaners, 630 S. Ashley St., Ann Arbor, Mich., has opened a new \$30,000 plant in remodeled quarters at 1100 Broadway. The firm also has outlets at 510 E. William St., 619 Packard St. and 2310 W. Stadium Blvd.

Mid-Columbia Dry Cleaners, Kingsley, Iowa, owned by Buster Logan, has installed new finishing equipment.

A storage vault has been added at Nu Glo Cleaners, 2501 Sheridan Rd., Zion, Ill.

Sherrill and Frances Mattingly have taken over active management of Marchal Cleaners, Traverse City, Mich. Joe and Leona Marchal will continue their interest but will not be active in its operation.

Riley's Custom Dry Cleaners has been opened at 106 E. Main St., St. Charles, Ill., by Don and Ruth Riley, who also

own a drycleaning establishment in Geneva.

Leonard Jordan and Edward Jensen are the new owners of Edmore (Mich.) Cleaners. The former owners, Mr. and Mrs. Matt Hammel and Mr. and Mrs. Bill Hammel, have purchased a drycleaning establishment in Phoenix, Arizona.

The grand opening celebration of Elite Drive-In Cleaners and Launderers, 3101 Minnehaha Ave., Minneapolis, Minn., featured a display of antique cars and old-time lanterns.

Seeley Cleaners, 1014 Lapeer Ave., Port Huron, Mich., recently celebrated its seventy-fourth year with complete remodeling and addition of drive-in service.

Olson Cleaners, 230 E. State St., Jacksonville, Ill., has added a storage vault.

Verne Plassman, owner of drycleaning plants in Marshall and Albion, Mich., has opened a similar establishment on Bacon St. in Hillsdale.

Ann Padget Cleaners has moved into a new building at 2300 W. Stadium Blvd., Ann Arbor, Mich. Owners of the

firm are Mr. and Mrs. Harold Goldman.

Joseph Unjian has been granted approval for establishment of a drycleaning concern at 25706 Schoolcraft, Detroit, Mich.

Eugene Kraft, owner of Kraft Cleaners, Kingsley, Iowa, has announced plans to erect a new building at his present location. A self-service laundry will be included in the expansion program.

Normal Cleaners and Launderies, 11001 Kedzie Ave., Chicago, Ill., has opened a branch in Oak Lawn.

George Szyperski has taken over Slabic Cleaners, Pinconning, Mich. Mr. and Mrs. Joseph Slabic, former owners, plan to retire.

Morrell's Cleaners has constructed an addition to its present establishment at 222 Dundee Ave., Elgin, Ill. The firm has other locations in Bloomington and Glen Ellyn.

A storage vault has been added at Hargrave Cleaners, Monticello, Iowa.

Carl Bernges, owner of Bernges One Hour Cleaners, Baker

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when you return all your drapes in decorator folds! New low-cost, one-operator method. No floor space. Easily suspended from ceiling. Up to 42 pleats or 7 panels.

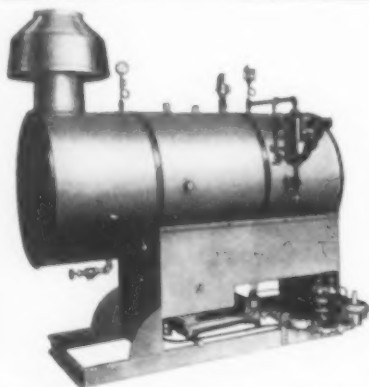
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NATIONAL CLEANER & DYER

Drive, Milford, Ohio, has opened a service store in the Day Heights Shopping Center. Rose Drive-In Cleaners has opened a branch at 6834 W. Belmont Ave., Chicago, Ill.

NORTH WEST

Franklin J. Mattern has purchased Klein's Tailor and Cleaners, 515 Main Ave., Bismarck, N. D., from Ed B. Klein. The new owner also operates Dime-A-Time Laundry, 410 Ave. D.

Mr. and Mrs. Frank J. Linhart have announced plans to open a drycleaning plant plus a coin-operated laundry in a newly remodeled building on Canyon Rd., Beaverton, Ore.

J. N. and Faith Harding have discontinued operation of Palace Cleaners, Scio, Ore.

The grand opening of Thrift-D-Lux Cleaners, 907 Smelter Ave., Great Falls, Mont., was recently held by Edward T. Tysko. His wife and son, Edward J., will continue to operate his establishment in Kalispell.

Les Carr and Don Glenz, owners of drycleaning establishments in Roseburg, Ore., are opening a coin-operated laundry, Wash 'n Dry, at 1510 S. E. Stephens St.

Art Weinkauf, owner of Cottage Grove (Ore.) Dry Cleaners, has purchased property in Drain for the establishment of a coin-operated laundry.

L. P. Gardner has announced the grand opening of Glo Cleaners in its modern new headquarters, 15th Ave., N. W., and Market St., Ballard, Wash.

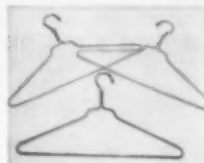
Bob Orndorff has leased and is managing Divine Cleaners, Soda Springs, Idaho.

A storage vault has been added at Spokaneite Cleaners, 718 W. Garland Ave., Spokane, Wash.

OBITUARIES

Thomas J. Brownrigg, 81, last survivor of the original founders of Southern Service Co., Ltd., Pomona, California, died on October 19 in Pasadena. A native of Saginaw, Michigan, Mr. Brownrigg came to California in 1910. He was a past president of the California Laundry and Dry Cleaners Association, the Pomona Rotary Club, a member of San Diego Elks Lodge 168, and a director of the Los Angeles County Fair Association since 1945. Surviving are his wife and two daughters.

Charles Edward Cate, 52, owner and operator of Port City Dry Cleaners, Charleston, South Carolina, died re-



GLAMOR HANGER

Beautiful, colored heavy gauge solid aluminum hangers. GLAMOR HANGER is scratch resistant and the hook is protected by a plastic tip. Ideal for special promotions—anniversaries, holidays, etc. Available in color-fast, anodized—Gold, Copper, Silver, Red, Blue and Green. Write for prices. Discounts on quantity orders.



THREAD RACK

32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting . . . or mount on board for portability.

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HAND SEALER KIT

Fast, economical, permanent sealing of polyethylene or other thermo-plastic films. Makes special size bags out of regular garment poly or pofilm. Cuts packaging labor and improves appearance—avoids unsightly folding, stapling and taping. Kit includes—Hand Sealer, Bar to guide sealer direction, Mounting bracket and tube of DOW "SLIPICONE" releasing agent.

Price \$29.95

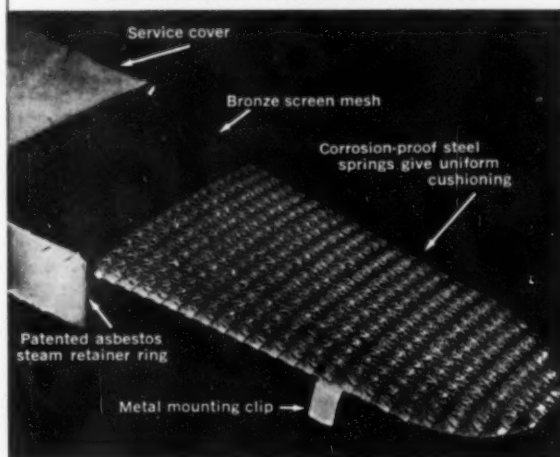
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LIFETIME GUARANTEE



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Spring Cushion for Drycleaning Presses
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cently. Surviving are his wife, mother, five daughters and three sons.

Paul M. Lattner, 87, honorary chairman of the board of directors of P. M. Lattner Mfg. Company, Cedar Rapids, Iowa, died on October 8. He and his twin brother, Joseph, founded a boiler manufacturing company in 1920. In 1926 Paul Lattner and his son, Bud, continued with the company under its present name when Joseph Lattner and his son, Jack, started the Century Engineering Company. Paul Lattner retired from the boiler firm in 1942.

Frank Schweis, 79, owner of a drycleaning establishment in Louisville, Illinois, died recently. Mr. Schweis had operated the firm for forty years and retired eight years ago. Surviving is his daughter.

Theodore William Vanderhoof, 31, operator of Fremont Cleaners and Dyers, Niles, California, died recently. Mr. Vanderhoof is survived by his wife and three children.

Michael Yachnewych, 57, owner of Elite Cleaners and Dyers Ltd., Edmonton, Alberta, Canada, died recently. Mr. Yachnewych had been a partner in the business since 1943 and in 1957 became sole owner. Surviving are his wife, two sons and a daughter.

ANNUAL CONVENTIONS

December 4, 5 and 6—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

December 5 and 6—Wisconsin and Upper Michigan Drycleaning Institute, Schroeder Hotel, Milwaukee.



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January 16 and 17—New Mexico Drycleaners Association, Western Skies Hotel, Albuquerque.

January 16 and 17—Minnesota Institute of Laundering and Cleaning, Inc., Hotel St. Paul, St. Paul.

January 21, 22 and 23—Texas Laundry and Dry Cleaning Association, Stephen F. Austin Hotel, Austin.

January 23 and 24—Oklahoma Association of Drycleaners, Skirvin Hotel, Oklahoma City.

January 29, 30 and 31—Louisiana Laundry and Cleaners Association, Bentley Hotel, Alexandria.

January 29, 30, 31, February 1 and 2—National Institute of Rug Cleaning, Conrad Hilton Hotel, Chicago.

February 6 and 7—New Jersey Laundry and Cleaning Institute, Essex House, Newark.

February 6 and 7—Utah State Cleaners Association, Hotel Utah, Salt Lake City.

February 12, 13 and 14—Iowa-Nebraska Drycleaners Associations, Omaha.

February 22 and 23—National Institute of Drycleaning, Chicago.

February 24, 25, 26, 27 and 28—American Institute of Laundering, Conrad Hilton Hotel and International Amphitheatre, Chicago. With exhibit.

May 19, 20 and 21—Pacific Northwest Laundry and Drycleaning Association, Winthrop Hotel, Tacoma, Washington.

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING \$12,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8743, NATIONAL CLEANER & DYER.

For sale. In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease and will sell building with business. For further information. **ADDRESS: Box 8831, NATIONAL CLEANER & DYER.**

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Soricone, 210 Fifth Street, West, Billings, Montana. 8904-2

For sale—Modern well-equipped solvent plant in southwestern Idaho. Doing \$20,000 gross. Volume could be increased. Good lease on building. Price \$15,000. **ADDRESS: Box 8905, NATIONAL CLEANER & DYER.**

Beautiful Chicago suburb. All cash-and-carry. No routes. One year old. \$14,000 net profit per year. Equipment and layout have three times present volume potential. \$12,000 to handle. Priced to sell. 739 S. Princeton, Villa Park, Illinois. 8907-2

Central California: Complete synthetic drycleaning plant. Prosperity unit, all equipment in excellent condition. Top location. Top prices \$1.65 and 85¢. Best shop in town. Gross nearly \$20,000 cash-and-carry. Growing yearly. Price \$18,000. 139 N. Center, Turlock, California. A plant to be proud of. 8908-2

Synthetic plant for sale, complete. Cash-and-carry. Established 10 years. Niagara Frontier New York State. \$6,000 cash. Write for details. **ADDRESS: Box 8944, NATIONAL CLEANER & DYER.**

California. Modern cleaning plant with shirt laundry. Volume \$75,000 yearly. 115 miles from Los Angeles, town 125,000. Fine corner location. Owner ready to retire. Will sell the property with business. For further information **ADDRESS: Box 8960, NATIONAL CLEANER & DYER.**

WELL EQUIPPED SOLVENT PLANT, LOCATED IN FLORIDA. DOING APPROXIMATELY \$75,000 GROSS. SET UP TO HANDLE \$125,000.—100 LB. WASHER-EXTRACTOR. PRICE \$40,000—\$35,000 CASH HANDLES. ADDRESS: Box 8964, NATIONAL CLEANER & DYER.

CLEARWATER, FLORIDA. Best town on the west coast of State. Complete **SOLVENT PLANT.** Gross \$50,000 per annum, with much higher potential. 70% of volume Cash and Carry. Land, building (2275 sq. ft.), complete equipment, 2 trucks, \$3,000 Neon sign included. Price \$55,000. Write Dan Iley with **TITZEL REALTY, REALTORS, P. O. Box 1207, Clearwater, Florida.** 8965-2

WELL ESTABLISHED LAUNDRY & DRYCLEANING PLANT, located Bedford, Indiana—population 20,000. Average gross past 5 years \$75,000. Building and equipment first class condition. New boiler. Modern 2 room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York City—Tel. CI 5-7879 or T. L. Montgomery, Bedford, Indiana—Tel. BR 5-4481. 8966-2

Yuma, Arizona: Well equipped plant 50½ Hoffman Synthetic Unit. Equipment only 5 years old. Price \$20,000. Write Dan Stutsman, P. O. Box 1923, Yuma, Arizona. 8968-2

IOWA'S MOST BEAUTIFUL SYNTHETIC PLANT, PLUS PROFITABLE SIDELINES—PILLOW MACHINE; RUG CLEANING; FUR STORAGE. MODERN EQUIPMENT, GOOD LOCATION IN IOWA'S BEST TRADE TERRITORY. ONE-THIRD CASH—BALANCE \$1,000 YEARLY PLUS INTEREST. ADDRESS: Box 8970, NATIONAL CLEANER & DYER.

For Sale—Mercury solvent drycleaning plant, \$15,000. Grossing \$25,000 yearly. Located in central Illinois. Write for further information. **ADDRESS: Box 8972, NATIONAL CLEANER & DYER.**

CALIFORNIA—Fifty miles from San Francisco; gross \$30,000 first year. Strictly cash and carry, no truck. Base price \$1.65. Man and wife operation. Complete new plant. Prosperity cleaning unit and 845 press. White Stor-U-Veyor with dial, rails and installation by a professional. Hot, center of town location. Sanitone. Low rent, long lease—will take \$15,000 to handle. Write Box 8976, **NATIONAL CLEANER & DYER.**

NORTHWESTERN ILLINOIS—well equipped solvent plant, established 27 years. Gross \$40,000. New building, corner location, ample parking. \$20,000—one half down. Terms on balance. Long lease, or will sell building. **ADDRESS: Box 8990, NATIONAL CLEANER & DYER.**

Modern well-equipped solvent plant in gold coast of Florida. Doing average yearly volume of \$30,000 gross. Could be increased by starting Pick-up and Delivery Service. Good lease on store in Food Fair Shopping Center. Price \$20,000—one-half down, terms. Faragon Cleaners, 1326 N. Federal Highway, Delray Beach, Florida. 8997-2

DRIVE-IN solvent plant, Call-ette rack, thriving central Illinois town 16,000, draws 30-mile radius, established two years, \$30,000 annually—growing rapidly—set up for 6,000 lbs. per 40 hour week. Town needs shirt and hat units. New 24 x 70 concrete block building, \$35,000 complete with 1956 Chevrolet truck—\$8,000 down. **ADDRESS: Box 9000, NATIONAL CLEANER & DYER.**

Pittsburgh. Terrific location, reasonable rent. Drycleaning and tailoring shop for sale. Gross \$16,000 per year and still growing. Established eight years. Excellent opportunity. **ADDRESS: Box 9002, NATIONAL CLEANER & DYER.**

Most modern complete synthetic drive-in plant—Prosperity unit with reclaimer—All equipment in excellent condition—exclusive clientele—prices start at \$1.85 cash-and-carry—5 miles from Palm Springs, California. \$19,000 terms—accept first trust deeds or real estate. Write H. Greneveld, 68-600 Broadway, Cathedral City, California. 9003-2

WEST PALM BEACH, FLORIDA. Drycleaning and laundry plant located in same location past ten years, fast-growing area, potential unlimited. Good lease on building or building can be purchased with business if so desired. Sacrifice \$16,000 cash. Have other interests. **ADDRESS: Box 9004, NATIONAL CLEANER & DYER.**

\$25,000 down for complete combination plant in central Illinois. Total price \$60,000 includes real estate. \$150,000 volume sacrificed for other interests. Weekly laundry volume \$2,400 plus cleaning and rental with unexcelled potential, 50 x 168 ft. building located on main street uptown. **ADDRESS: Box 9005, NATIONAL CLEANER & DYER.**

SOUTH-CENTRAL ILLINOIS—Completely modern synthetic (Detrex) drycleaning plant with Haertel cold storage vault. 50 years successful operation, three generations same family. Top prices. Annual volume \$65,000. Terms \$15,000 down. Write: Lamblin's Paris Dry Cleaners, 221-23 E. Noleman, Centralia, Illinois. 9010-2

SEATTLE, WASHINGTON. Solvent plant and branch stores, 100% cash-and-carry. Cabinet shirt unit and air presses. Over \$100,000 per year gross. Broker inquiries invited. **ADDRESS: Box 9011, NATIONAL CLEANER & DYER.**

SOLVENT PLANT in northern Indiana established over 30 years, equipped with conductivity control extractor-rinse. Grossing \$125,000, can do over \$300,000. Four trucks, three routes and two stores. Long lease available with option to buy property, \$25,000 cash total price. **ADDRESS: Box 9012, NATIONAL CLEANER & DYER.**

CLEANING PLANTS WANTED

Want to buy a synthetic cleaning plant in Ohio. Prefer with real estate—will consider others. Will pay up to \$15,000. **ADDRESS: Box 9001, NATIONAL CLEANER & DYER.**

BUSINESS OPPORTUNITIES

PRESSER. FOR RETAIL QUALITY PLANT LOCATED IN CALIFORNIA. EXCELLENT OPPORTUNITY TO GET HIMSELF ESTABLISHED IN BUSINESS WITHOUT INVESTMENT. FOR FURTHER DETAILS WRITE TO BOX 8961, NATIONAL CLEANER & DYER. -11

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SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS: Box 8714, NATIONAL CLEANER & DYER.** -5

Experienced silk and wool spotter. Quality work, sober and reliable. Married and desires a steady position in Los Angeles area. Understand all phases of operation including maintenance. Am able to produce, 15 years in the field. **ADDRESS: Box 8890, NATIONAL CLEANER & DYER.** -5

Working superintendent for drycleaning plant with 14 years experience, age 38. Good references as to ability and habits. First-class silk and wool spotter. Permanent position desired only. 2805 West 2nd Street, Wilmington, Delaware. 8956-5

Laundry and Drycleaning Manager. 20 years experience, married, sober. Can handle large volume. Will locate anywhere. **ADDRESS: Box 8982, NATIONAL CLEANER & DYER.** -5

Position as Supervisor, Office Manager, Bookkeeper of large plant and stores, desire **LOS ANGELES** area, 17 years experience, own station wagon, female, single, very reliable, can furnish best of reference. **ADDRESS: Box 8992, NATIONAL CLEANER & DYER.** -5

Silk, wool spotter, experienced to give you high quality work and production. Sober, reliable, married man with fine educational background in cleaning industry, desires steady position with reliable concern. Synthetic or petroleum plant. Eastern States. **ADDRESS: Box 8994, NATIONAL CLEANER & DYER.** -5

Package Plant Manager desires position in the West or Florida. Presently employed in the East. **ADDRESS: Box 8996, NATIONAL CLEANER & DYER.** -5

Experienced spotter would like permanent position as cleaner, spotter in small to medium-sized solvent plant located in Arizona or Southern California. Age 40, married, childless, reliable, 17 years experience, good references. **ADDRESS: Box 9007, NATIONAL CLEANER & DYER.** -5
MANAGER: EXPERIENCED IN PETROLEUM and SYNTHETIC DRY-CLEANING, QUALITY and QUANTITY PRODUCTION. Good organizer seeks employment with medium or large size company, Illinois, Pennsylvania, or Ohio. Married, age 47. **ADDRESS: Box 9013, NATIONAL CLEANER & DYER.** -5

DISTRIBUTORSHIPS WANTED

DISTRIBUTORSHIPS WANTED—Newly organized corporation wants distributorship of little or well-known cleaners, laundry and institutional products and specialties for Iowa, Illinois and Wisconsin territory. U. S. Cleaners Chemical Co., Inc., P. O. Box 561, Dubuque, Iowa. 9009-14

SALESMEN WANTED

WANTED:—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. **ADDRESS: Box 8819, NATIONAL CLEANER & DYER.** -14

DRYCLEANERS! GET 2 FOR 1! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE.** Give references, background, qualifications. **MAGIKIST SERVICE CORP., Dept. D., Attn: Carl V. Haga Associates, 705 S. Cicero, Chicago 44, Illinois.** 8870-14

SALESMEN, PART-TIME: We need several men (no age preference) to call on cleaners with our topnotch line of sewing supplies and specialty items. High commissions, protected territories. Write, giving experience, references, etc. **ADDRESS: Box 8954, NATIONAL CLEANER & DYER.** -14

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JOIN THE LARGEST SINGLE COMPANY IN THE INDUSTRY
JOIN A STABLE COMPANY "GOING PLACES,"
SELL ACCEPTED PRODUCTS . . . ENJOY GOOD COMPENSATION.

THE PROSPERITY COMPANY'S BIG EXPANSION PROGRAM
REQUIRES ADDITIONAL, QUALIFIED,
LAUNDRY AND DRY CLEANING MACHINERY SALESMEN
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REPLY IMMEDIATELY TO:
MR. L. C. BRANDT, Gen. Sales Mgr.
THE PROSPERITY COMPANY
Div. of Ward Industries Corp.
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SYRACUSE, NEW YORK
SEE OUR AD, PAGES 48-49

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS: Box 8882, NATIONAL CLEANER & DYER.** -7

SUPPLY SALESMEN: Nearly every business needs our Employee House Organ. You receive repeat commissions automatically every month from every sale. Luther Kohr Enterprises, Morrisville, Penna. 8984-7

EXPERIENCED wool presser and all-around help. Married man preferred. State qualifications and salary expected. Write **Dials Cleaners, 417 North Cheney, Taylorville, Illinois.** 8999-7

SUPERVISOR: Drycleaning chain organization desires store operations supervisor for fast-service plants. Travel required. Home base Miami, Florida. Give complete drycleaning experience, qualifications for position, salary desired. Replies confidential. **ADDRESS: Box 9008, NATIONAL CLEANER & DYER.** -7

Drycleaning manager for medium-size laundry-drycleaning plant in central Pennsylvania. Opportunity to take over sales, acquire ownership interest. Generous salary plus incentive bonus. **ADDRESS: Box 9014, NATIONAL CLEANER & DYER.** -7

PRODUCTION MANAGER: Thoroughly experienced in all phases of drycleaning, shirt and bed-linen laundering for large plant in Metropolitan New York area. Must be able to meet production standards, maintain high quality and manage plant personnel. Excellent opportunity for married man with desire for permanent position. All replies confidential. Write, giving full information of previous experience. **ADDRESS: Box 9015, NATIONAL CLEANER & DYER.** -7

A-1 MANAGER FOR A-1 SALARY PLUS. To take complete charge of the operation of four (4) package plants in **WARREN and ASHTABULA, OHIO.** You must be one of the best men in the industry. This job is for a willing and hard worker **WHO KNOWS HOW** and has A-1 references. **SEND PHOTO WITH COMPLETE INFORMATION OF YOUR QUALIFICATIONS** to Mr. Ernest Weiss, 821 Elm Street, Youngstown, Ohio. 9016-7

EASTERN CONNECTICUT: Wanted a capable spotter to buy in as partner. \$30,000 volume, mostly cash-and-carry. 4% conductivity Butler dry-cleaning system four years old, new Pantex air presses. **ADDRESS: Box 9017, NATIONAL CLEANER & DYER.** -7

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Laundry lists—4 1/4" x 11" \$1.50 per 1,000 in 15,000 lots. White 16 lb. Bond. Park Printing, Pittsburgh 33, Pa. 8865-10

Suits (double-breasted) made single, \$9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

Suits double-breasted made single, \$9.95. Tailoring any kind by mail. Also instruction booklet \$10. Talis, 11 Pleasant Street, Worcester, Mass. 9018-10

MERCHANDISE FOR SALE

34 x 36" NYLON NETS ONLY \$13.50 PER DOZEN, FINEST QUALITY. **SEND \$1.35 FOR SAMPLE NET.** L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 40, N. Y. 8648-45

SERVICE TAGS—numbered, perforated, \$6.95 THOUSAND POSTPAID. **BUSINESS CARDS**—embossed, illustrated, \$3.95 THOUSAND POSTPAID. Samples free. Rainbow Printing, 166 40th Street, S. W., Canton 6, Ohio. 9020-45

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SAVE 40% ON TALONZIPPERS—1 dozen Talon trouserzippers \$1.30 (store price \$4.20)—100 only \$11.50. We send you free our price list with amazing bargains in Talonzippers, leatherpatches, knitted cuffs, buttons, thread, complete trimmings line. Nassau Notionhouse, Nassau, N. Y. 8596-42

ZIPPER BARGAIN! Assortment of trouser and skirt zippers, staple colors, 12 for \$1—100 only \$6.75! H. Steinberg, 10 Leonard Road, Hicksville, N. Y. 9019-42

TRAINING SCHOOLS AND INSTRUCTIONS

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments (separate books). Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. R, 400 S. State Street, Chicago, Ill. 5670-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabron professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabron, Dept. R R, 6238 Broadway, Chicago 40, Illinois. 6398-15

SUEDE, LEATHER AND FUR SERVICE

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 2425 McGee, Kansas City, Missouri. 8088-13

Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. Advance Leather Coloring, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 7947-13

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WE'RE ON THE MOVE

Expansion in the last few years—the growth of our publishing organization from three magazines to ten—means bigger offices are needed. So, for the many people who lend their talents to producing **NATIONAL CLEANER & DYER**, December is “moving month.”

After December 4 our main offices will be located at **466 Lexington Avenue**, in the heart of Manhattan's Midtown East Side.*

Only a few steps up the street from Grand Central Station, and not much farther from the East Side Air Terminal, our new location will be “right in the neighborhood” for those of our readers and advertisers who come to or pass through our city.

Won't you make it a point, please, of remembering you're always welcome when you visit the offices of **NATIONAL CLEANER & DYER**?

Cordially,
from the staff of

National
CLEANER & DYER

* Our telephone number (ORegon 9-4000) will remain the same. Do call us when we may be of service to you.

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The Customers Always Write

Teen-Market Program

To the Editor:

Your story in the September issue about the program of the Mohawk Valley Chapter of NCA in the high schools was most interesting and, in my case, a timely one. After reading several articles recently on our booming and ever-enlarging teen market, I have been trying to put together some ideas for a program which would appeal to the home economics department of a high school near my plant.

I will appreciate very much knowing more about the promotional materials used by the NCA group.

It is also time that I told you that you and your staff should be complimented on your editorial program. For a number of years I have saved copies of the leading trade journals of our industry and within the past year I have removed those articles which I want to keep for reference. And when the clipping was over, there were more articles from NCD than from any other paper. Surprised?

BURRILL O. GOTTRY
Kansas City, Mo.

To the Editor:

You made the comment in the last issue that it made good sense to volunteer educational material to home economics classes of the high schools. Can you tell us where such material would be available?

MRS. J. A. GRIFFITH
Griffith Cleaners
La Junta, Colo.

To the Editor:

Please send us more information on the text sources and promotional material used by the Mohawk Valley chapter of the N.C.A.

One Hour Martinizing
Dry Cleaning
Dover, N. J.

To the Editor:

I'm writing in regard to an article "How To Develop Tomorrow's Market Today" as published in a recent copy of your magazine.

The article suggests contacting you for further information on the promotional materials used by the Mohawk Valley Chapter of the NCA.

I am very much interested in the details of this program and its application in our high schools, and will ap-

preciate any help you can give me in acquiring the necessary information.

MRS. DONALD L. BROWN
One Hour Martinizing
Frankfort, Ind.

To the Editor:

The September issue of NATIONAL CLEANER & DYER carried an article on page 64, "How To Develop Tomorrow's Market Today."

There were two booklets mentioned that I would appreciate your helping me to obtain: (1) Fabrics Today and Drycleaning; (2) How To Buy and Care for Clothes.

C. W. RADER
Denney Dry Cleaners
Canton, Ill.

The booklets mentioned are available from Neighborhood Cleaners Association, 116 E. 27th St., New York 16, N. Y. Also suggest "Focus on Fabrics," published by National Institute of Drycleaning, Silver Spring, Md. Educational kits are also available from several allied trades firms.

—EDITOR

Drycleaners and Politics

To the Editor:

As I read your editorial, "Business and Politics" [October 1959], I could not help but recall an experience which taught me where politics begin. It is in the grass roots down at the precinct and ward level.

So few people participate in politics at these real low levels, those who wish to manipulate politics find the going real easy here. It is down at this level where selections are made for primaries.

After the selections are made for the primaries, about all the electorate can do is to pick out the man they think is best out of the lot. In many instances, the best out of the lot is none too good.

Based upon the little experience I have had, politics is mostly a feast and a famine. Just prior to an election, the "heat" is applied to get a lot of activ-

ity. After the election is over, there seem to be no projects the political clubs can "sink their teeth into," so political activity goes to sleep, becomes monotonous, and people lose interest.

Unfortunately, politics lives off of taxes. The hardest thing in the world to get started at the lower levels is an appraisal of taxes so as to determine what is necessary and unnecessary. Those who make a living out of politics realize they live out of the taxpayer's pocketbook, and it seems as though they are always trying to find justifiable reasons for dipping further into that pocketbook. Very seldom do you ever hear anything about relinquishing a tax or discontinuing a political office once it has been established.

So, it looks to me as if drycleaners, as businessmen, might help the situation in a twofold manner.

1. To participate in politics at the precinct and ward level with the idea of working toward getting better men into political office.

2. To participate in business organizations and work to stimulate studies and discussions (public) so as to make the general public conscious of taxes with ways and means to get them modified and made more realistic.

NOEL L. COOPERIDER
Butler Manufacturing Company
Kansas City, Mo.

To the Editor:

I am pleased with and appreciate your editorial comment on page 26 [October 1959]. Between all of us trying hard we possibly can get our friends in our industry stirred up and active on this all-important matter. We have already drifted a long, long way toward a labor-socialist government in America, but the outcome of the Landrum-Griffin "Labor Reform" Bill in Congress last month goes to show conclusively that our representatives will actually pay serious attention to the voice of the conservative wing—when they hear it. The great trouble has been that they just did not hear it very much in the past, as compared to the stentorian bellows they were hearing from the labor-liberal wing.

ROGER N. CONGER, President
Hammond Laundry-Cleaning
Machinery Co., Inc.
Waco, Tex.

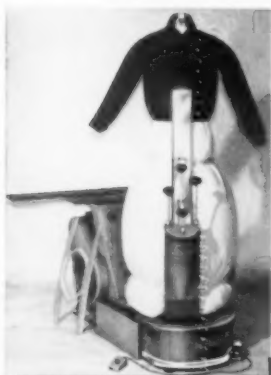
Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

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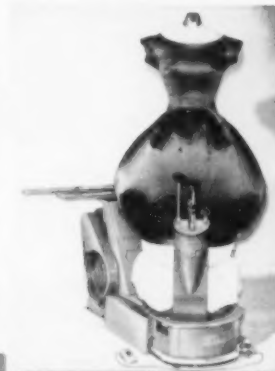
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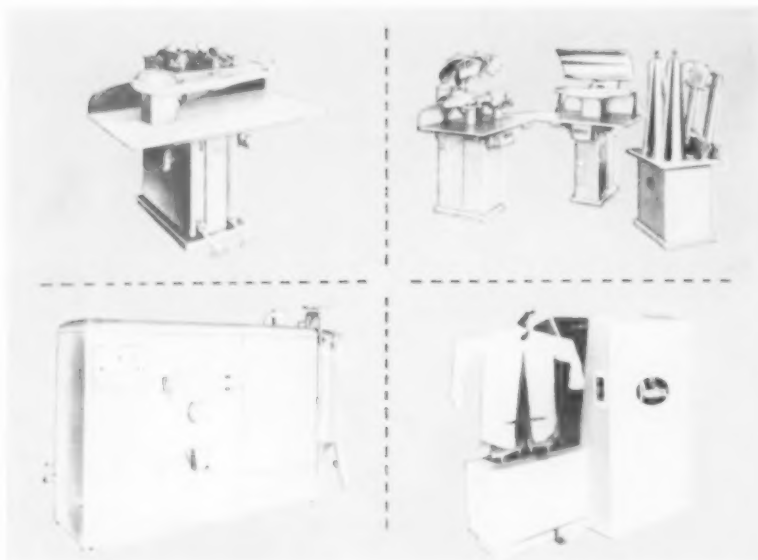
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